

# Internship Program

## Communication Research: New Topics, Media and Audiences



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**Internship Program**  
Communication Research:  
New Topics, Media  
and Audiences

# Index

01

Introduction

---

p. 4

02

Why Study an  
Internship Program?

---

p. 6

03

Objectives

---

p. 8

04

Educational Plan

---

p. 10

05

Where Can I Do the  
Internship Program?

---

p. 12

06

General Conditions

---

p. 16

07

Certificate

---

p. 18



# 01 Introduction

Communication lacks professionals willing to do research in this field, so, in a scenario of constant change in the field of information, with new media, platforms and audiences to be addressed, it is more than necessary to develop scientific studies that contribute and make this field grow. In this Internship Program, students will be able to develop their research capacity in this field, finding new ideas for audience segmentation, for the detection of problems and for their resolution. All this will be done during a 3-week stay in an international company in the field of communication.

“

*Would you like to be the next Pulitzer Prize candidate in Research? This program's course will give you the keys to perfect your skills and achieve it through an unparalleled experience”*



The new paradigms in the field of communication require studies that provide different approaches, without losing scientific rigor. This is an area that, despite being centuries old, has been losing substance with the appearance of new formats and the increasingly frequent labor intrusion. However, the journalistic and technical criteria of communication professionals make the difference between top-level work and that which is carried out without professional judgment, but following generic standards. For this reason, and in view of the increasingly urgent need for specialization in this field to ensure its technical and pure survival, TECH has developed an eminently practical program through which graduates can perfect their skills in a top-level news center.

This is an Internship Program through which you can work on obtaining the results, data and content necessary to carry out complete and comprehensive research in the communication sector. All of this with the objective of improving your skills in this area and being able to publish the results, if you wish, in the main magazines and informative congresses dedicated to the different areas of Investigative Journalism. Likewise, the learning acquired during this Internship Program will serve to apply it in the work environment, both locally and internationally. All this will take place during 3 weeks in which the graduate will become part of a specialized team in the area, with which they will work actively for the conformation of multi-format pieces based on rigorous research.

In addition, they will have the support of an internship tutor who will guide them during the 120 hours in which the experience is distributed. This figure will ensure that all the requirements for which the Internship Program was designed are met: to enable the graduate to keep abreast of communication trends in research through the mastery of its tools and resources. It is, therefore, a unique opportunity to have an experience that will undoubtedly mark a before and after in the graduate's career thanks to the knowledge and mastery of new media and audiences in Investigative Journalism.



*Enjoy an intensive 3-week stay  
in a prestigious center and learn  
the latest technical procedures to  
grow professionally”*

# 02

## Why Study an Internship Program?

Investigative journalism, especially in relation to the scientific field, has become especially important in the last decade. Only specialists in this area know the guidelines and intricacies in detail that any quality work must comply with to become an unparalleled information product, of the utmost rigor and technical criteria. For this reason, TECH offers professionals the possibility of a practical stay with experts in the sector, so that they can update their practice and implement the most effective and thorough communication strategies for the publication of work worthy of a Pulitzer Prize.



*An experience that will undoubtedly mark a before and after in your career through this Internship Program with a team of professionals of the highest level"*

### 1. Updating from the latest technology available

The company where the graduate will carry out the internship has the most advanced journalistic technology. Therefore, the course of this program is the ideal opportunity to access it and work on their skills in the mastery of them. In this way, you will be able to include in your resume a significant plus with which you will be able to distinguish yourself from other professionals who want to access a job in the area of research and communication.

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

From the first day until the end of the stay, the graduate will have the support of a team versed in Communication Research, as well as the guidance of an expert tutor in the area. The tutor will ensure that all the requirements for which the program was designed are met, providing the necessary resources and resolving any doubts that the specialist may have.

### 3. Entering first class environments

The program is based on the active participation of the graduate in each of the works that are being carried out during the practical stay. Thus, they will be able to fully immerse themselves in different projects, applying the necessary skills to develop different news reports and products based on journalistic research.



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

Everything that the graduate works on from the beginning of the program can be perfectly applicable to the workplace, since TECH guarantees that the centers where the internships are carried out meet the generic standards of the journalistic profession. In this way, the graduate will be able to extrapolate everything learned during the Internship Program to the workplace from day one.

#### 5. Expanding the Boundaries of Knowledge

TECH has established a series of international contracts so that the graduate can carry out the practical stay in different parts of the world. In this way, they will have the opportunity to learn about the field of research while getting to know the culture of another place, acquiring, in addition, the techniques and strategies that are carried out in that country for the elaboration of informative products of the highest journalistic level.



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



# 03 Objectives

The goal of this Internship Program is that students, with the help of communication professionals and under the tutelage of TECH's teaching team, will be able to carry out research in the field of communication that will allow them to learn about new audiovisual platforms and audiences generated through data collection in order to, in turn, master the techniques of data analysis. All this will enable the knowledge acquired to be applied in the field of research in a specialized manner and through works of the highest level.



## General Objectives

- ♦ Master scientific writing through intensive research work
- ♦ Have the ability to participate in a scientific meeting and make results visible through the realization of multiplatform works adapted to the requirements of offline and online communication
- ♦ Develop information management, critical thinking and problem solving skills through theoretical and practical knowledge in the area of journalistic research







## Specific Objectives

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- ♦ Contrast and distinguish the different methodologies and approaches in research and be able to select the most suitable one for their research project
- ♦ Select the appropriate methodology according to the nature of the research to be conducted
- ♦ Identify new fields of research in communication and their potential for new projects
- ♦ Select the relevant line of research for the visibility of your research, as well as its validity
- ♦ Value the ethical aspects associated with communication processes
- ♦ Identify the importance of applying fundamental ethical principles in the world today
- ♦ Distinguish the particularities of communication processes in the world today and the elements that undermine the veracity of each informative fact
- ♦ Distinguish between truthful information and manipulated information
- ♦ Discover research and communication opportunities in new communication media and visibility of the products generated
- ♦ Differentiate the capabilities and potential of the most common new media to generate successful relationships with their socio-cultural environment
- ♦ Understand new communication media and their structural complexity
- ♦ Know and apply the necessary criteria to put new communication media in a positive light
- ♦ Distinguish the new communication scenarios and their codes in order to inspect them as an object of study and context of action
- ♦ Assume the importance and undoubted validity of the new communication media and spaces
- ♦ Discover the different scenarios and opportunities to present communication research
- ♦ Identify the most suitable spaces for the dissemination of their research, discriminating them from those less effective
- ♦ Acquire the skills to solve problems as a thought leader and take advantage of opportunities in communication research
- ♦ Develop strategies to solve problematic situations
- ♦ Consolidate what has been learned through the design and application of a research project in the area of communication
- ♦ Identify research opportunities and conduct a project using the right tools, theories and methodologies



*This program will enable you to develop strategies that provide solutions in the field of communication. Sign up"*

# 04

## Educational Plan

This program consists of an Internship Program in Communication Research: New Topics, Media and Audiences, in which students will spend a period of time in a prestigious company in the field of communication. During 3 weeks, from Monday to Friday with 8 consecutive hours of practical teaching, the graduate will be guided by a specialist in this field. This stay will allow them to develop their research skills, contribute new ideas, approaches and carry out different analyses in the different media and audiences with which this company works.

In this educational proposal, of a completely practical nature, the activities are aimed at developing and perfecting the skills necessary for the provision of research services in the field of communication and are oriented towards specific training for the exercise of the activity, in companies in the information sector.

It is undoubtedly an opportunity to learn by working alongside professionals in the communication sector whose daily work allows not only to transfer the required information to the population, but also to adjust such content to the different platforms, media and audience to which it is addressed. TECH's teaching team will mentor the Practical Training so that the students maintain the proper focus in carrying out the tasks, in accordance with the rigorous practice of research and its wide possibilities in this field. In this way, the Internship Program will be complete and will meet the quality requirements established by TECH in all the programs it offers.

The Internship Program 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 students to facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of research (learning to be and learning to relate).

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:



*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"*



| Module   | Practical Activity   |
|--|--|
| Approach to the perspectives and paradigms of communication research | Differentiate the different types of research according to the current paradigm  |
|  | Write a script of questions for focus group research   |
|  | Practice in-depth interviews   |
|  | Investigate the current narrative and forms of consumption of new media  |
|  | Examine the cultural shift brought about by new participatory media and digital platforms                              |
| Decision making in communication and research                        | Confronting ethical dilemmas in modern communication   |
|  | Develop convincing arguments for ethical behavior in daily practice  |
|  | Integrating deontological ethics in decision making  |
| Solving business crises through communication                        | Analyze cases of opinion and speculation, differentiating related trends and concepts                                  |
|  | Knowing the discourse in communication with respect to minorities  |
|  | Outline a plan of proactive and reactive actions based on the current communication crisis                             |
| Communication in digital environments and the latest research        | Operate in digital environments to take advantage of new communication opportunities                                   |
|  | Acting within the constraints of the digital legal framework   |
|  | Manage rankings and product mapping in digital environments  |
|  | Identify and analyze the life cycle of a digital production  |
|  | Apply the main novelties in research currents to daily practical methodology   |
|  | Develop the ideas and projects of reference in research  |
| Approach the new media of communication                              | Establish a communication architecture, following a given language and codes, for the main supports of the new century |
|  | Adapt the use of language according to the social network in which it is established                                   |



# 05

## Where Can I Do the Internship Program?

In order for students to get an Internship Program that meets their goals, TECH has selected a reference company in the communication sector, which has professionals in the sector that will guide and provide all their knowledge to the student during the 3 weeks of this stay. A new opportunity to advance in a field of research that requires qualified personnel.

“

*Take your Internship Program with a team of professionals who will provide you with all their knowledge in the communication sector”.*







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



journalism-communication

### Actitud de Comunicación

Country City  
Spain Madrid

Address: Calle del Buen Suceso, 32,  
28008 Madrid

Communication agency founded in 2004 by  
professionals with more than three decades of  
experience.

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#### Related internship programs:

Multimedia Communication  
-Communication Research: New Topics, Media and Audiences



journalism-communication

### Amplifica

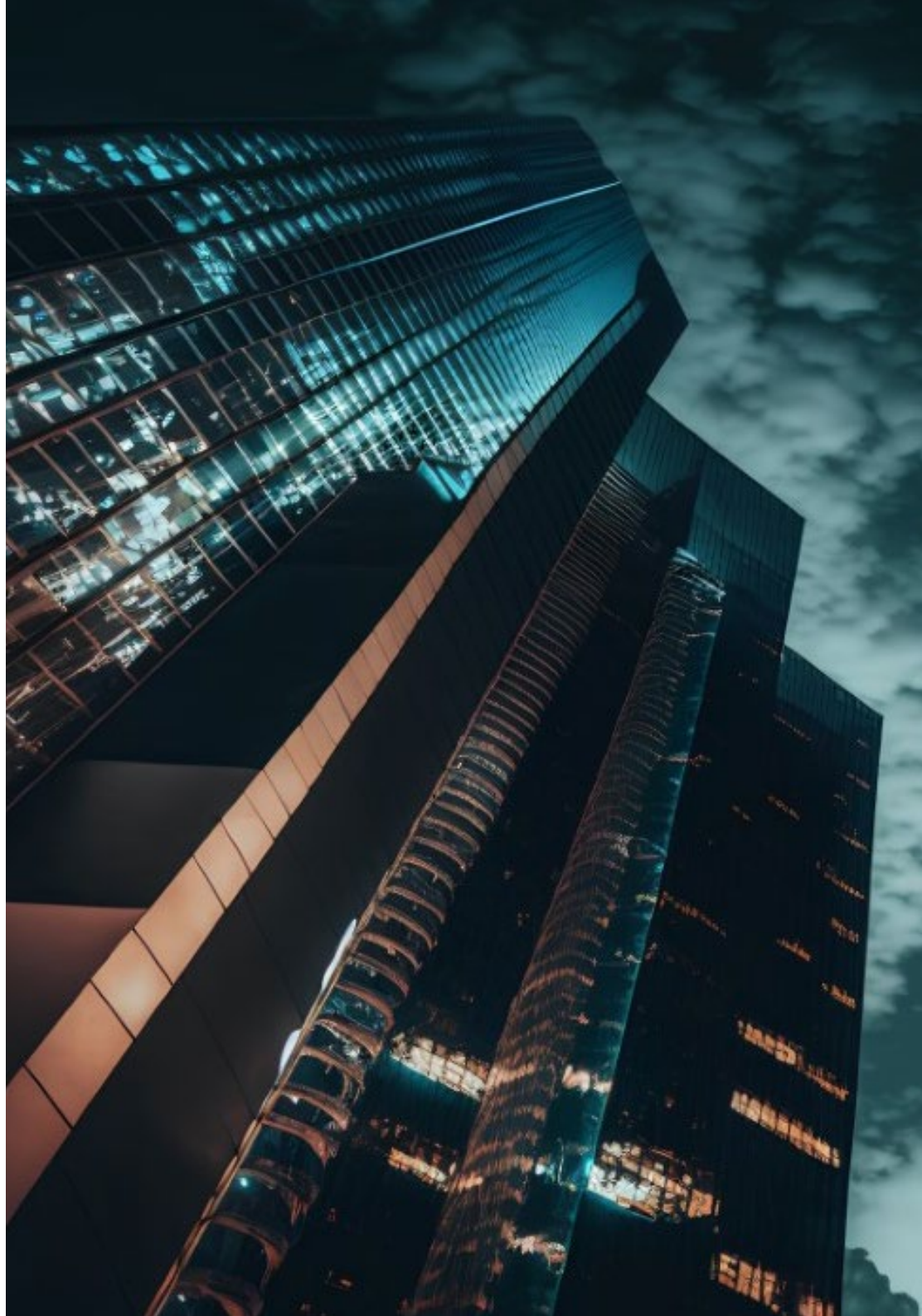
|           |                                 |
|-----------|---------------------------------|
| Country   | City                            |
| Argentina | Autonomous City of Buenos Aires |

Address: Chile 576, C1098AAL CABA, Argentina

SEO agency for effective communication and positioning promotion

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**Related internship programs:**  
Advertising Communication  
Graphic Design





“Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology”



# 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 purchasing 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 Communication Research: New Topics, Media and Audiences** 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 in Communication Research: New Topics, Media and Audiences**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour shifts, consecutive shifts**

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



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