

# Postgraduate Certificate Audiovisual Audiences



## Postgraduate Certificate Audiovisual Audiences

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

Website: [www.techtitude.com/us/journalism-communication/postgraduate-certificate/audiovisual-audiences](http://www.techtitude.com/us/journalism-communication/postgraduate-certificate/audiovisual-audiences)

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# 01

# Introduction

The audience is alive. The owner and master of the evolutions that the audiovisual sector experiences and to which it must adapt. Knowing its structure and composition, its evolution and its flows will give you the necessary data to be able to act in this sector with the necessary vision to create successful products. This course will take you to the most complete learning, in a specialization of the highest quality; the signature of all TECH specializations.





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*You will learn how to create the most attractive television programming and the bases that determine the different genres and formats in this medium, in a simple and interactive way.*

The audience is evolving at a great speed. Their characteristics dynamically determine the changes in the broadcasting and exhibition systems of the audiovisual industry.

The irruption of the Internet, new platforms and alternative formats force the professional to keep up to date with new changes. Without this update, messages will plunge into the immediate obsolescence of unsuitable messages for the audiences of the moment.

This course will teach you to recognize and understand the changes, demands, and languages of the audiences that are in charge of audiovisual production at any given moment and how to establish a two-way path in this communication.



*The analysis of the formation and evolution of the audience, as an indispensable tool for the professional in the audiovisual field"*

This **Postgraduate Certificate in Audiovisual Audiences** 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 practicing experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by tele-practice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous 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
- ♦ Complementary documentation banks permanently available, even after the course

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*Theory alone is insufficient:  
We provide you with the most  
practical and competent expertise”*

Our teaching staff is made up of working professionals. This way, we ensure that we provide you with up-to-date knowledge, which is what we are aiming for. A multidisciplinary team of qualified and experienced teachers in different environments, who will impart the theoretical knowledge in an efficient way, but, above all, will put at the service of the program the practical knowledge derived from their own experience: one of the differential qualities of this renovation..

This mastery of the subject is complemented by the effectiveness of the methodology used in the design of this course. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. This way, you will be able to study with a range of comfortable and versatile multimedia tools that will give you the operability you need in your education.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To achieve this remotely, we will use telepractice: 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.

*A contextualized and real educational  
program that will allow you to put your  
learning into practice through new skills.*

*A high quality course that will bring you  
up to date with the current television  
landscape and the genres that are  
currently being handled.*



# 02

# Objectives

The objectives we propose in each of our educational programs are focused on achieving a global impulse to the development of our students, not only in the academic field, in which we set the highest quality standards, but also in the personal field. To this end, we offer you a stimulating and flexible development that allows you to achieve the satisfaction of completing your goals effectively.







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*A practical and realistic course that will allow you to advance gradually and safely”*



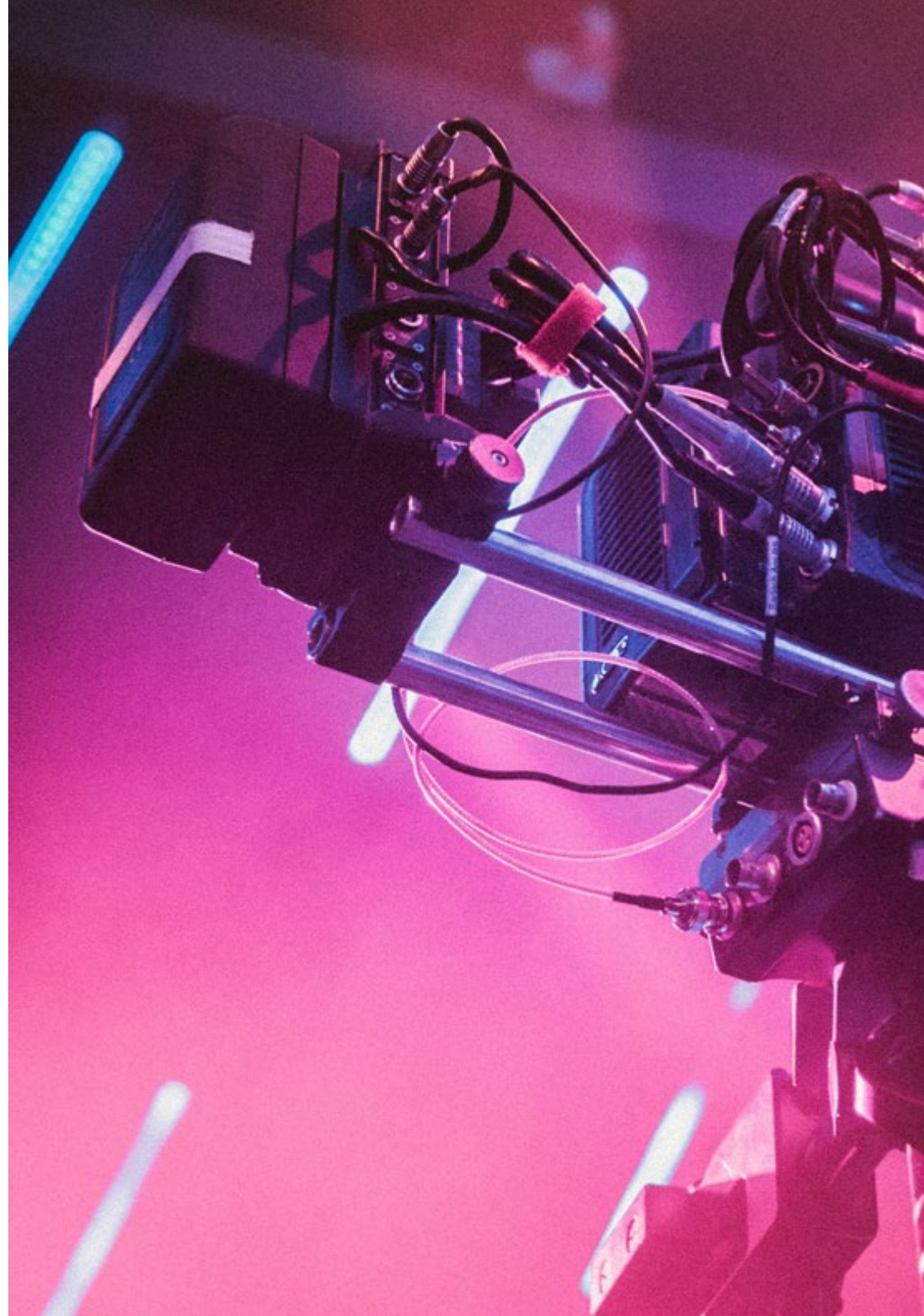
### General Objective

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- ♦ Know and determine the characteristics of the Audiovisual Audiences and their flows and variations

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*Learn in an efficient and stimulating way and achieve your professional goals with the quality of a high impact program"*





## Specific Objectives

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- ♦ Know the currents of studies dedicated to audiovisual reception at a theoretical level
- ♦ Identify the differences between the different approaches to the study of audiovisual reception and the current state of the art
- ♦ Understanding of the functioning of social networks as a fundamental part of today's audiovisual environment
- ♦ Understanding the links between audience and content
- ♦ Ability to understand the transformations resulting from digitalization

03

# Structure and Content

The Postgraduate Certificate is structured as a comprehensive tour through each and every one of the concepts required to understand and work in this field. With an approach focused on practical application that will allow you to grow as a professional from the very beginning of this course.



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*A comprehensive syllabus focused on acquiring knowledge and converting it into real skills, created to propel you to excellence”*

## Module 1. The Audiovisual Audience

- 1.1. Theories of Reception I
  - 1.1.1. From Live Performance to Visual Arts
  - 1.1.2. The First Trends in Reception Studies
- 1.2. Theories of Reception II
  - 1.2.1. Paradigm Shift in Reception Theories
  - 1.2.2. A Theoretical Proposal for Analyzing Audiovisual Audiences: The Contributions of Janet Staiger
- 1.3. Film Audiences I
  - 1.3.1. Evolution in the EEUU
  - 1.3.2. Applied Case Study
- 1.4. Film Audiences II
  - 1.4.1. Evolution in Spain
  - 1.4.2. Applied Case Study
- 1.5. Television Audiences I
  - 1.5.1. Why Study Them?
  - 1.5.2. Audience Measurement: Traditional Quantitative Surveys
  - 1.5.3. Constraints and Crises in the Digital Environment
- 1.6. Television Audiences II
  - 1.6.1. Post-Audience Audience Measurement on the Internet and DTT
  - 1.6.2. Towards a New Model of Analysis: Convergence Culture
- 1.7. Audiences Today I
  - 1.7.1. Audiences and Minorities: the Implications of Gender, Sexuality and Race/ Ethnicity in Relation to the Media
  - 1.7.2. New Approaches to the Concept of Audience: Ethnography, Fandom, Community, Transmedia, Transtextuality
  - 1.7.3. Fan Behaviors



- 1.8. Audiences Today II
  - 1.8.1. The Movie Star Viewer
  - 1.8.2. The Cult Movie/Series Viewer
  - 1.8.3. From the Cinema to the Home: Collective and Individual Viewing Experiences
  - 1.8.4. The Effect of Violence, Horror and Sexually Explicit Images on Viewers
  - 1.8.5. The Place of Memory in the Audiovisual Viewer
- 1.9. Applied Studies I
  - 1.9.1. The Reception of The Blonde Venus (Josef von Sternberg, 1932) Censorship Against Fans
  - 1.9.2. The Critical Reception of A Clockwork Orange (Stanley Kubrick, 1971) in the U.S
- 1.10. Applied Studies II
  - 1.10.1. The Silence of the Lambs (Jonathan Demme, 1991): The Production of Cultural Meanings for the Gay and Feminist Community in the United States
  - 1.10.2. The Audiences of Game of Thrones/Game of Thrones (HBO, 2011-2019): the Transversality and Globality of Fan Culture
  - 1.10.3. The Critical Reception of Madrid's Comedy in the Context of Spain's Democratic Transition



*You will have access to a library of multimedia resources 7 days a week, 24 hours a day*

04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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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.

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*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.



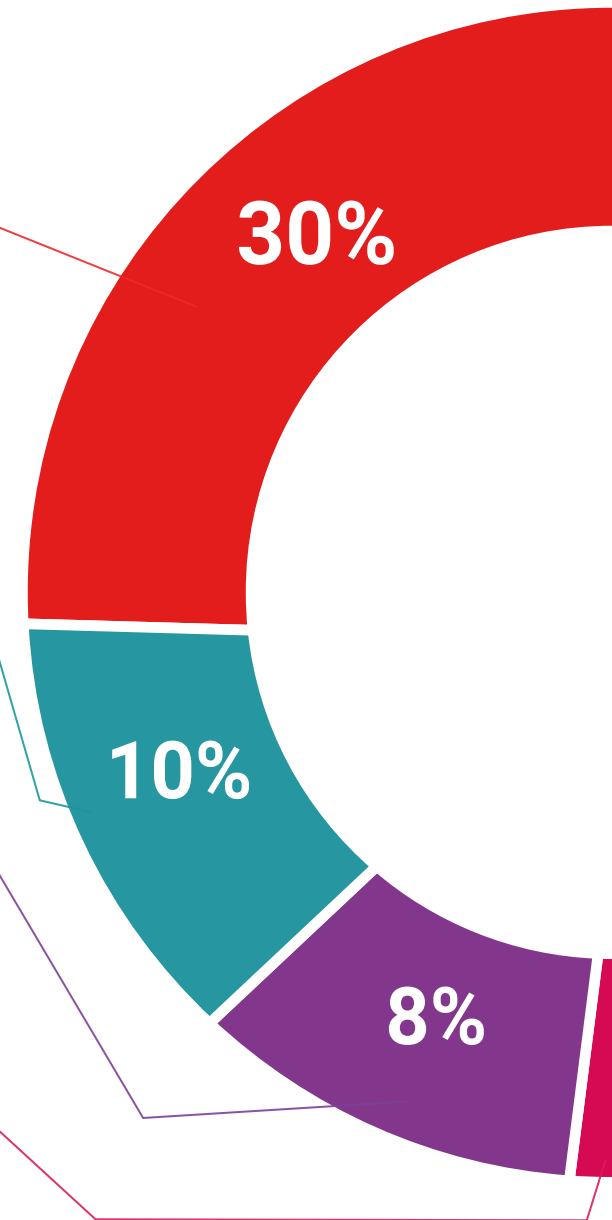
#### Practising Skills and Abilities

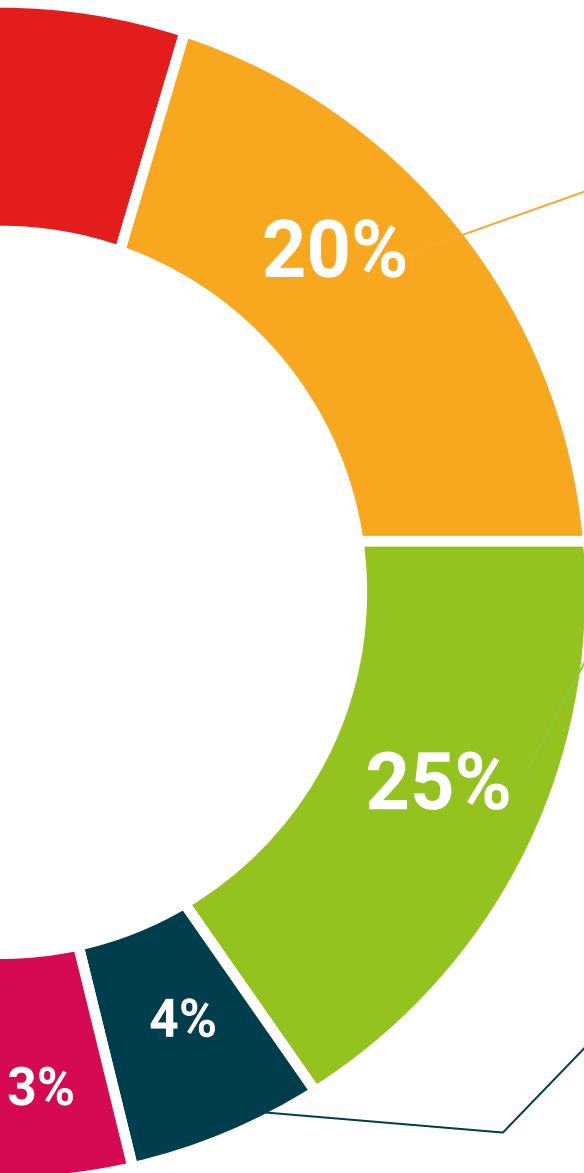
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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.



05

# Certificate

The Postgraduate Certificate in Audiovisual Audiences guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This program will allow you to obtain your **Postgraduate Certificate in Audiovisual Audiences** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Audiovisual Audiences**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present quality

online training

development languages

virtual classroom

**tech** global  
university

Postgraduate Certificate

Audiovisual Audiences

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

# Postgraduate Certificate

## Audiovisual Audiences