Postgraduate Certificate
Audiovisual Information in Cultural Journalism

tech global university

Postgraduate Certificate
Audiovisual Information in Cultural Journalism

- » Modality: **online**
- » Duration: **12 weeks**
- » Certificate: **TECH Global University**
- » Accreditation: **12 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/postgraduate-certificate/audiovisual-information-cultural-journalism**

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01
Introduction

Audiovisual media, including radio and television, enable citizens to enjoy cultural events from the comfort of their homes. In this context, cultural journalists play a key role by reliably relaying what is happening. In this way, such coverage allows audiences of all ages to learn about different forms of cultural expression (ranging from music festivals to art exhibitions to international sporting events). In turn, this broadens people's horizons and significantly enriches their lives. For this reason, TECH is launching an innovative program, 100% online, dedicated to journalists who want to expand their knowledge in order to produce effective audiovisual information.

"You will delve into new narrative techniques that will allow you to produce the most relevant editorials and promote public debates thanks to this 100% online Postgraduate Certificate from TECH"

In a world where media and popular culture are more interconnected than ever, audiovisual-focused cultural journalism has become essential. News agencies are increasingly demanding the incorporation of professionals in this field. The benefits these experts bring to institutions are significant, as they segment audiences more effectively by understanding their specific tastes and preferences. Therefore, these informers generate original content that can go viral even in social networks. However, to take advantage of these job opportunities, communicators must acquire a deep knowledge of the particularities of audiovisual media.

In response to this need, TECH has developed a program that will provide students with the theoretical and practical tools to carry out the most avant-garde cultural coverage. Prepared by a distinguished teaching staff, the syllabus will delve into the composition of radio programs. In this sense, it will delve into the new technologies available (to increase the participation of listeners in real time) and techniques aimed at achieving fluency to achieve greater understanding on the part of the audience. Likewise, the program will analyze in depth the creative tasks of audiovisual language (staging, radio staging and serial staging) to further enrich cultural coverage.

It should be noted that this Postgraduate Certificate is based on the Relearning methodology, of which TECH is a pioneer. This is a teaching system that promotes the assimilation of key contents through repetition. In this way, learning is natural and progressive and students do not have to resort to traditional memorization techniques. At the same time, this program includes an exhaustive Masterclass given by a renowned international expert in Cultural Journalism. A Guest Director who provides students with the keys to professional success. And all in a convenient 100% online format, to ensure greater convenience.

This **Postgraduate Certificate in Audiovisual Information in Cultural Journalism** contains the most complete and up-to-date program on the market. The most important features include:

- The development of practical cases presented by experts in Cultural Communication
- The graphic, schematic and practical contents with which it is conceived provide cutting- Therapeutics and practical information on those disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work
- Content that is accessible from any fixed or portable device with an Internet connection

Thanks to this TECH program you have at your fingertips the most exhaustive Masterclass and a prestigious International Guest Director, specialized in Cultural Journalism"

Delve into the new forms of communication through the use of symbols and archetypes through this program"

You will delve into the design of ladders to adequately structure audiovisual stories in paper format.

TECH's 100% online methodology will allow you to update your knowledge without interrupting your professional work.

The program's teaching staff includes professionals from the sector who contribute their work experience to this specializing program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

In this university program, students will learn the most effective techniques for bringing culture closer to the public through audiovisual media. Graduates will master the language used in both television and radio, achieving reliable cultural retransmissions. In addition, they will incorporate into their professional practice the most modern technologies to innovate in production processes. In this way, they will be able to connect with the audience and their pieces will have a greater impact.

You will approach the narrative dimension of the imaginary and create the most innovative reports in the field of Cultural Journalism"

General Objectives

- Expand the knowledge and information to students with a higher level of depth in the field of journalism, although, more specifically, within the field of Cultural Journalism

- Learn to perform informative and dissemination functions in a specialized and professional environment, with emphasis on information within the different genres of Cultural Journalism

*Join now this TECH program and access the study materials through a very complete Virtual Campus"*

Specific Objectives

- Understand how cultural information works in the radio media

- Learn and be able to differentiate between the various cultural journalistic genres used in radio

- Learn how to create cultural content from scratch for the radio media

- Know the advantages of this media in order to bring information to more listeners

- Design and produce campaigns or communicative products related to the field of culture

- Know and demonstrate standard procedures for promoting and disseminating cultural events and facts

- Communicate with appropriate language in professional media

- Know and use digital technologies to innovate in the production and dissemination of culture through digital technology

- Acquire theoretical and practical tools to know how to read the cultural aspect in audiovisual texts

- Use the cultural phenomenon beyond what is universal and extrapolate it to symbolism in order to achieve a better representation of reality by the spectator

- Know, identify, describe and understand the situation of cultural reality in contemporary societies, both in its creative and industrial dimensions

- Know, understand and analyze artistic languages and cultural codes in order to be able to interpret, criticize and rigorously evaluate artistic and cultural manifestations in different media and languages

- Know how to read and analyze images and audiovisual texts

- Know the forms of universal language

- Understand the different discourses within the audiovisual language for its later evaluation

- Develop the social imaginary to carry out original cultural and audiovisual aspects

- Know and understand the audiovisual language

- Analyze the specific variants of the television genre

- Know, analyze and develop the most technical concepts of the audiovisual sector

- Know how to understand and analyze different practical examples of programs that these professionals have had to face in real life

- Know and have the capacity and ability to inform and communicate in the language of each of the media in a professional and rigorous manner about cultural facts

- Design and produce campaigns or communicative products related to the field of cultural specialization

- Know and use digital technologies to innovate in the production and dissemination of culture through digital technologies

03

Course Management

To guarantee the success of its students, TECH carefully selects its teaching staff. In this sense, this Postgraduate Certificate is designed by renowned professionals in the field of Cultural Journalism. These experts pour into the didactic contents their years of experience in prestigious companies and the deep knowledge they have acquired on this subject. In this way, students have the guarantees they need to make a leap in their professional career and take advantage of the opportunities currently offered by this field of communication.
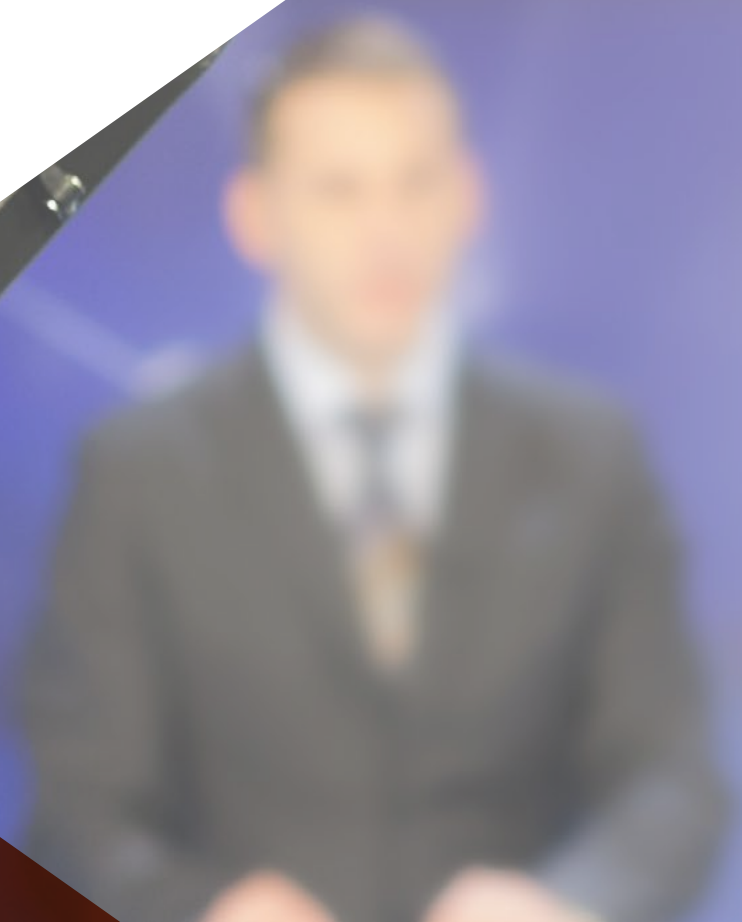
> " *You will have the support of a teaching staff made up of distinguished professionals in Cultural Journalism*"

International Guest Director

Katherine Anne Roiphe is a prominent American author and journalist known for her sharp cultural analyses and and insightful literary works. She rose to international prominence with her influential nonfiction book, The Morning After: Sex, Fear, and Feminism on Campus. In this work, she challenged conventional feminist perspectives on sexual dynamics on college campuses, provoking debates about academic institutions and their responsibility.

Continuing her exploration of morality and social norms, Roiphe wrote Last Night in Paradise: Sex and Morals at the Century's End, followed by Uncommon Arrangements, a captivating study of marriage in literary circles in London. Her versatility as a writer extends to fiction, with the novel Still She Haunts Me, where she reimagines the complex relationship between Lewis Carroll and Alice Liddell.

Beyond her literary accomplishments, she has contributed to prestigious publications in Vogue, Harper's and The New York Times, with essays that reveal her blunt observations on culture and politics. Also, her academic prowess has led her to work at New York University's Arthur L. Carter Journalism Institute, where she directs the Program in Reporting and Cultural Criticism.

Roiphe also grew up as the daughter of psychoanalyst Herman Roiphe and renowned feminist Anne Roiphe, which laid the foundation for her intellectual interests. She attended the prestigious Brearley School before earning her B.A. at Harvard University's Radcliffe Campus. She also completed a Ph.D. in English Literature at Princeton University. Therefore, a prolific body of work and an enviable academic trajectory make this prominent essayist a leading voice in contemporary cultural discourse, challenging and provoking readers to reconsider long-held beliefs.

Dr. Roiphe, Katherine Anne

- Director of the Program in Cultural Reporting and Criticism at New York University, New York, U.S.A.
- Essayist and Cultural Critic for publications such as Vogue, Harper's and The New York Times
- Author of several fiction and non-fiction titles including. The Morning After: Sex, Fear, and Feminism on Campus and Still She Haunts Me
- Professor at the Arthur L. Carter Institute of Journalism at New York University
- Ph.D. in English Literature from Princeton University
- Degree in Literature from the University of Harvard

"

Thanks to TECH you will be able to learn with the best professionals in the world"

Management

Dr. Tobajas Gracia, María

- Journalist Expert in Cultural Journalism
- Responsible for Communication and PR SS. at the Film School Un Perro Andaluz
- Social Media Manager at Fraternidad-Muprespa
- Editor at Actúa Aragón
- Broadcaster and editor at Radio Ebro
- Assistant Photographer in a photographic studio
- PhD in Communication from San Jorge University
- Degree in Journalism from San Jorge University
- Master's Degree in Digital Marketing and Social Media, Distance University of Madrid

04
Structure and Content

This program is structured in 3 modules, which will provide students with the key tools to successfully perform informative functions in both radio and television. In this sense, the syllabus will lay a solid foundation on accent, language and vocal moderation that should characterize the broadcasting of cultural events. Likewise, the specialization will deal with speeches in the audiovisual field, emphasizing the narrative dimension. It will also analyze basic procedures of television production, among which studio production stands out. Therefore, graduates will be able to make innovative news coverage using digital technologies that revolutionize the market.

TECH guarantees you a unique and disruptive study material through didactic resources such as explanatory and detailed videos, interactive summaries and complementary readings"

Module 2. Audiovisual Culture

2.1. Audiovisual Image and Cultural
- 2.1.1. Learning to Look
  - 2.1.1.1. The Study of the "Image-Culture" Relationship through Symbols
  - 2.1.1.2. Reading the Audiovisual Image
  - 2.1.1.3. The Textual Analysis Method
- 2.1.2. Symbols in Visual Culture
  - 2.1.2.1. The Audiovisual Image as a Symbolic Form
  - 2.1.2.2. The Most Used Symbols in the Audiovisual World

2.2. Forms in Audiovisual Language
- 2.2.1. The Law of Desire: Cinema as a Dream Factory
  - 2.2.1.1. The Three Creative Tasks of Audiovisual Language: Staging, Framing and Serialization
  - 2.2.1.2. The Spectator The Narrative Identification Process
  - 2.2.1.3. The Mythical Roots of Audiovisual Storytelling

2.3. Discourses in Audiovisual Language
- 2.3.1. Audiovisual Discourse
  - 2.3.1.1. Audiovisual Discourse
  - 2.3.1.2. Classicism and the Rupture of Postmodernity

2.4. Cinema and the Visual Imaginary
- 2.4.1. The Narrative Dimension of the Imaginary
  - 2.4.1.1. The Narrative Dimension of the Imaginary
  - 2.4.1.2. Construction of the Identity

2.5. Images of Otherness
- 2.5.1. Construction and Reconstruction of Archetypes
  - 2.5.1.1. The Representation of the Other
  - 2.5.1.2. Images of Otherness

Module 3. Television Culture

3.1. Theoretical Basis
- 3.1.1. Basic Concepts and Differences with Radio and Other Media
  - 3.1.1.1. Basic Concepts of Television Production
  - 3.1.1.2. Difference with Film, Radio and Other Media

3.2. The Process of Television Creation
- 3.2.1. Production in the Studio
  - 3.2.1.1. Particularities of Studio Recording
  - 3.2.1.2. Functions of the Production Professional
  - 3.2.1.3. Other Personnel and Technical Equipment
- 3.2.2. Multi-Camera Techniques
  - 3.2.2.1. Differences with Respect to Single-Camera Production
  - 3.2.2.2. Camera Triangle
  - 3.2.2.3. Live Television
  - 3.2.2.4. The Play-List
  - 3.2.2.5. Magazines, the Debate, the Interview, the Staging

3.3. Documentary and Cultural Report
- 3.3.1. Introduction to Documentaries
  - 3.3.1.1. Documentary and Journalism
  - 3.3.1.2. Interaction with Reality
  - 3.3.1.3. Documental de creación
- 3.3.2. Reporting
  - 3.3.2.1. Audiovisual Cultural Journalism
  - 3.3.2.2. Report, News and Editing
  - 3.3.2.3. Features of the Report
- 3.3.3. The Documentary-Report Project
  - 3.3.3.1. Introduction
  - 3.3.3.2. Plot
  - 3.3.3.3. Context
  - 3.3.3.4. Synopsis and Structure
  - 3.3.3.5. Form and Style
  - 3.3.3.6. Public

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.

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.
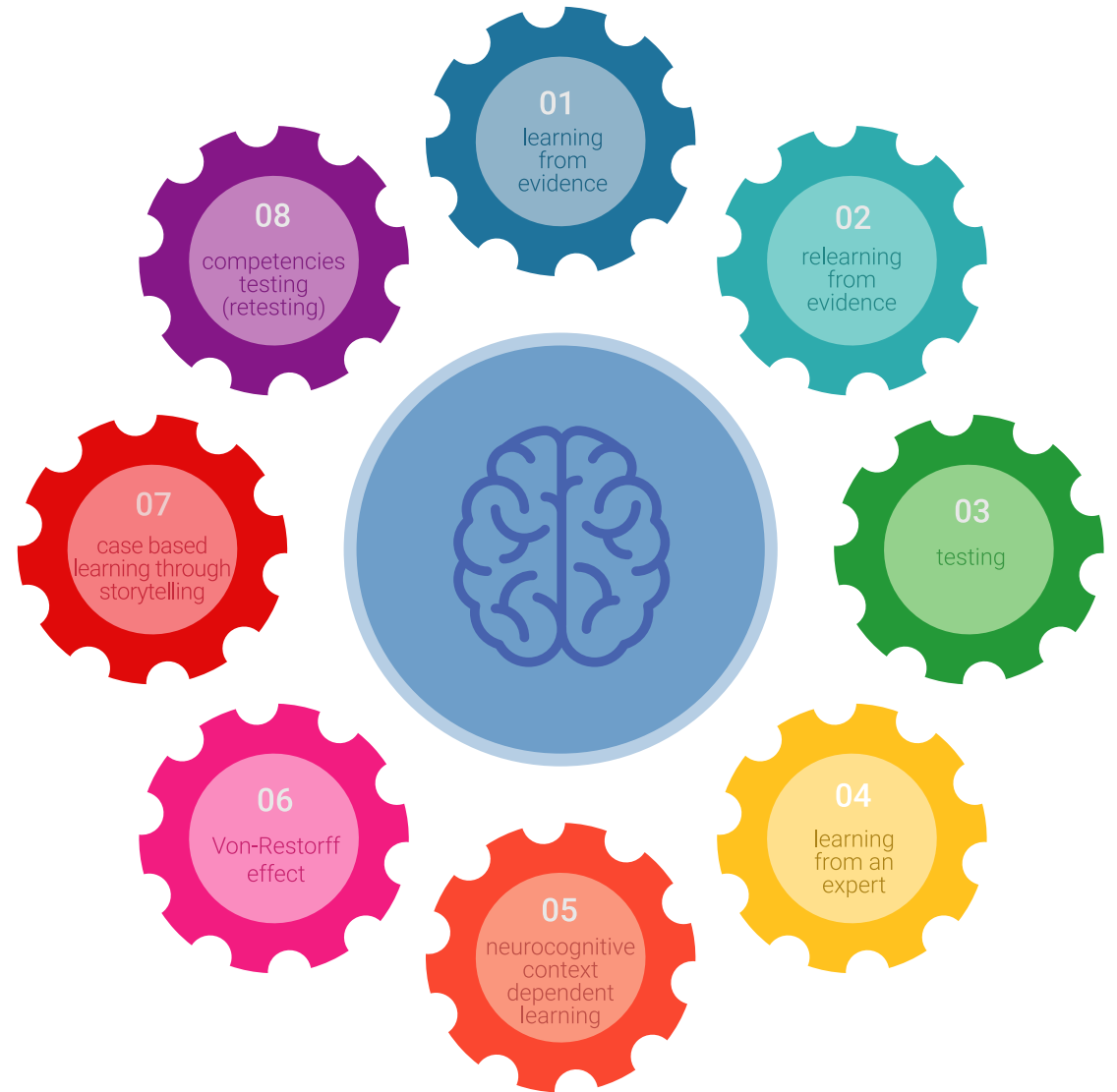
Relearning Methodology

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. 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.

30%

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.

10%

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.

8%

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.

20%

25%

4%

3%
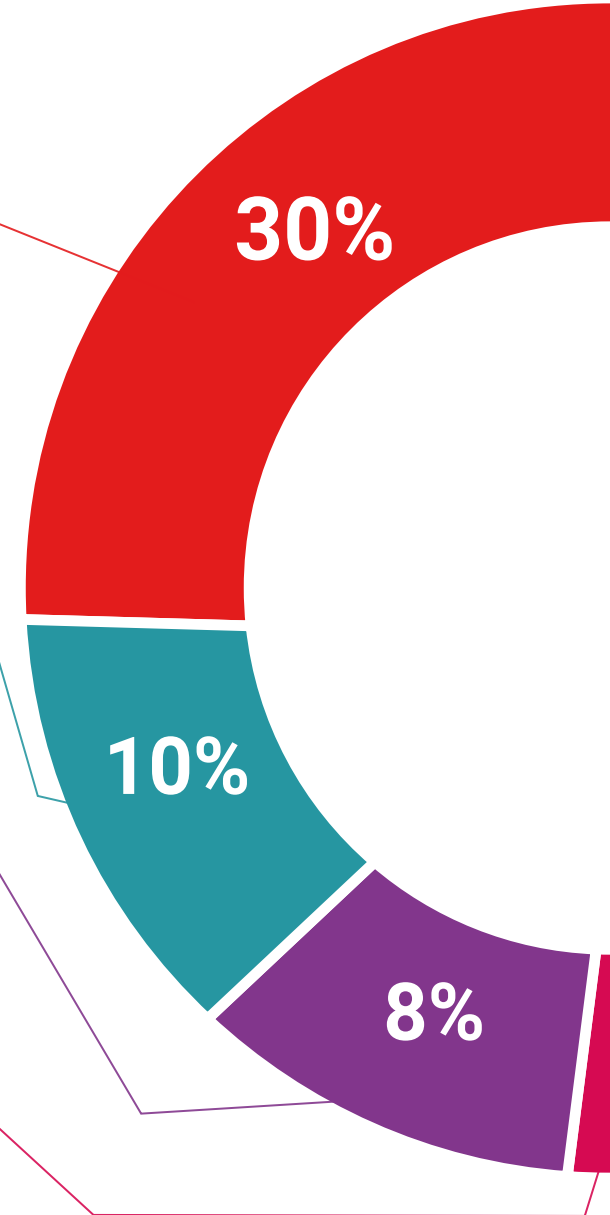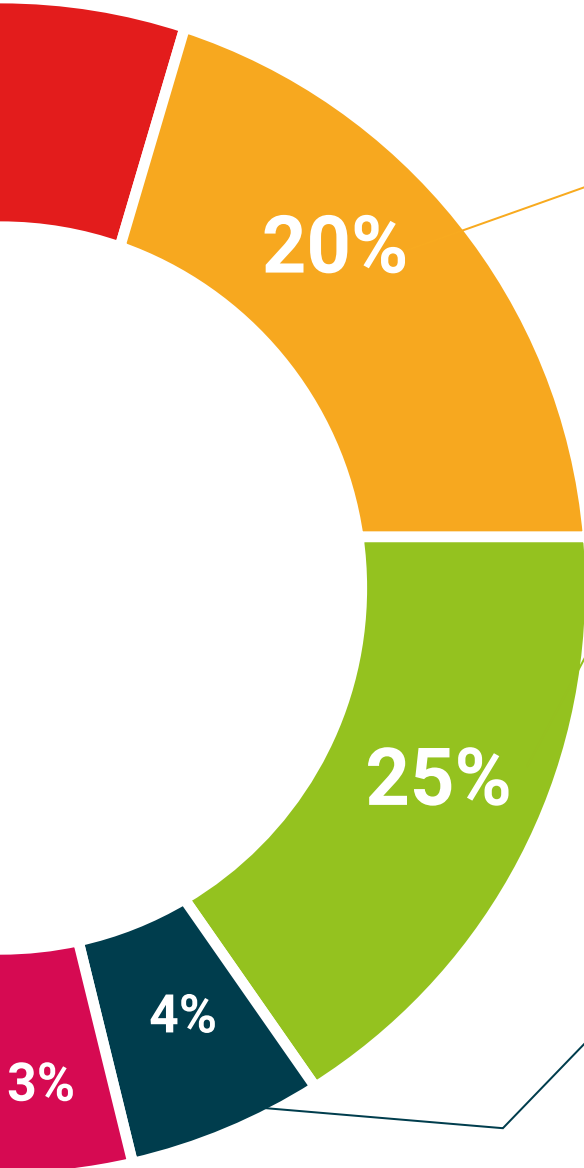
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Certificate

The Postgraduate Certificate in Audiovisual Information in Cultural Journalism guarantees, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Global University

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

This private qualification will allow you to obtain a **Postgraduate Certificate in Audiovisual Information in Cultural Journalism** 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** private qualification, 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 Information in Cultural Journalism**

Modality: **Online**

Duration: **12 weeks**

Accreditation: **12 ECTS**

tech *global university*

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

Postgraduate Certificate in Audiovisual Information in Cultural Journalism

This is a private qualification of 360 hours of duration equivalent to 12 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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