

Postgraduate Certificate

Audiovisual and Intercultural Culture



Postgraduate Certificate Audiovisual and Intercultural Culture

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 8 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/audiovisual-intercultural-culture

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01

Introduction

Communication is a valuable tool to make citizens reflect on transcendental issues. In this context, cultural journalists can design pieces to raise social awareness about issues such as racism or xenophobia. However, in order to transmit sensitive information from protagonists to minorities, communicators must delve into how to report from an unbiased stance. To help them with this, TECH is launching an advanced specialization that delves into Audiovisual and Intercultural Culture. Students will delve into concepts such as group or identity to properly report on the rejection of certain social groups. In addition, the academic itinerary is based on a 100% online modality, guaranteeing the students' convenience.





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You will develop journalistic pieces based on ethical principles such as sustainability thanks to the contents of this 100% online TECH” program”

The film industry plays an important role for cultural journalists. These professionals examine films from a social perspective that allows them to address issues relevant to the community. For example, some audiovisual pieces offer critical looks at the Vietnam War and its effects on both veterans and American society. In this way, communicators can address issues such as gender equality, diversity or cultural identity. In addition, film productions help journalists use the tapes to provide a holistic view of contemporary culture (by combining them with other art forms such as music, literature or architecture).

In this sense, TECH implements an updated specialization that will allow students to specialize in the audiovisual image. Under the supervision of a distinguished teaching staff, the syllabus will delve into the narrative dimension of the imaginary. In addition, the program will provide guidelines to develop the most impressive staging, achieving scenographies that create an environment conducive to communicating substantial information. The didactic materials will also delve into the symbols and archetypes most used in the audiovisual world, among which the hero, villain or mentor stand out. In this way, graduates will develop the social imaginary to carry out original audiovisual cultural aspects.

At the same time, this Postgraduate Certificate in Audiovisual and Intercultural Culture will be developed 100% online. That is to say, students do not need to go to an on-site institution or follow strict study schedules. On the contrary, they have the opportunity to specialize at the time and place that best suits their obligations or personal needs. Likewise, with the distinctive Relearning system, they will strengthen their skills without worrying about having to memorize complex schedules. In addition, this program has an exceptional teaching staff, including a prestigious International Guest Director. This expert is in charge of an exclusive and exhaustive Masterclass that will lead TECH graduates to the global optimization of their competencies.

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

- ♦ Practical cases presented by experts in Cultural Journalism
- ♦ 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



An intensive Masterclass, given by a renowned international expert, will be within your reach in this Postgraduate Certificate"

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Specialize in basic and updated tools of Audiovisual Communication with this unparalleled academic itinerary”

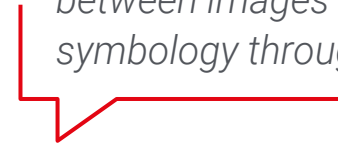
The program's teaching staff includes professionals from the sector who contribute their work experience to this specializing program, as well as renowned specialists from leading societies and prestigious universities.

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.

You will delve into the relationship between images and culture through symbology through this exclusive syllabus.

Thanks to the Relearning system implemented by TECH, you will reduce the long hours of study and memorization.



02

Objectives

This program will allow students to acquire an original technique to practice cultural journalism through the most specialized skills. The specialization will broaden their knowledge in Audiovisual Culture, while fostering new competencies such as visual creativity, storytelling skills and technological awareness. Upon completion of the course, graduates will be qualified to make the leap to the most prestigious institutions in the cultural industry. There they will create projects with an innovative audiovisual language, which will serve to design proposals that will capture the interest of all kinds of audiences.



AGAINST
INJUSTICE



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You will master the variety of discourses in audiovisual language and conduct effective interviews to obtain the most relevant testimonies”



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



This university program will allow you to fulfill your professional aspirations in the field of Cultural Journalism in a comprehensive manner. Enroll now!"





Specific Objectives

- ♦ Identify and discover skills to understand the importance of intercultural phenomena
- ♦ Apply professional concepts in order to manage and develop further research
- ♦ Know, understand and analyze artistic languages and cultural codes
- ♦ Study and value the concepts of equality and respect in the cultural sector
- ♦ Know the different conditions within interculturality
- ♦ Know how to promote interculturality today
- ♦ 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 original audiovisuals

04

Course Management

TECH does its utmost to create the best faculty. Aware that they are an asset that guarantees an academic experience of the highest level, it has selected the most multidisciplinary teachers. These experts have extensive journalistic experience in various fields of communication focused on culture, among which cinema and photography stand out. Their years of work experience allow them to understand the new predominant trends in this field. Therefore, they are the ideal experts to bring the reality of the profession to students who want to deepen their knowledge and prepare to embark on new challenges.





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You will be up to date with the latest advances in Textual Analysis, thanks to the support of the best teachers in the field”

International Guest Director

Katherine Anne Roiphe is a prominent American author and journalist known for her sharp cultural analyses 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

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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



03

Structure and Content

The didactic contents of this Postgraduate Certificate are designed by an experienced teaching staff. The syllabus will delve into the particularities of interpersonal communication, emphasizing its usefulness in transmitting values. In this sense, the program will guide students to carry out deontological and ethical practices during their news coverage. For example, it will promote religious impartiality in major conflicts or the inclusion of minorities in the media. In addition, the program will address the ways in which audiovisual culture can disseminate ideas in a symbolic way and create narratives that connect with viewers.



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You will update your knowledge without interrupting your professional work thanks to TECH's 100% online methodology”

Module 1. Cross-Cultural and Alternative Information

- 1.1. Concept of Culture, Group and Identity Racism, Xenophobia and Ethnocentrism
 - 1.1.1. Concept of Culture, Group and Identity
 - 1.1.1.1. Mass Culture and Cultural Homogenization
 - 1.1.1.2. Regionalism and Cultural Differentiation
 - 1.1.2. Racism, Xenophobia and Ethnocentrism
 - 1.1.2.1. Social and Cultural Distinctions
 - 1.1.2.2. How to Report Social Group Rejections?
- 1.2. Interpersonal Intercultural Communication
 - 1.2.1. From People to People
 - 1.2.1.1. Intercultural Communication in a Global World
 - 1.2.1.2. Media and Construction of Identities
 - 1.2.1.3. Communication as the Axis of Transmission of Intercultural Values
- 1.3. Management of Intercultural Communication in Organizations
 - 1.3.1. Management of Intercultural Communication in Organizations
 - 1.3.1.1. Intercultural Competence in Organizations
 - 1.3.1.2. Communication and Sustainability
- 1.4. Traditional Media Practices and the Representation of Cultures
 - 1.4.1. Diversity in Advertising
 - 1.4.1.1. Cultural Diversities and Sexism in Advertising
 - 1.4.1.2. Diversity as a Key to Success
 - 1.4.2. Guide to Intercultural Best Practices in Journalism
 - 1.4.2.1. Inclusion of Minorities in the Media
 - 1.4.2.2. Religious Impartiality in Major Conflicts
 - 1.4.2.3. When Minorities Become the Majority
- 1.5. New Media, New Appropriations of Minority Groups?
 - 1.5.1. Cyberactivism in Africa
 - 1.5.1.1. The Arab Spring on Twitter
 - 1.5.1.2. Reconnecting Women
 - 1.5.1.3. Queer Cyberactivism



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



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.



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 student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

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.



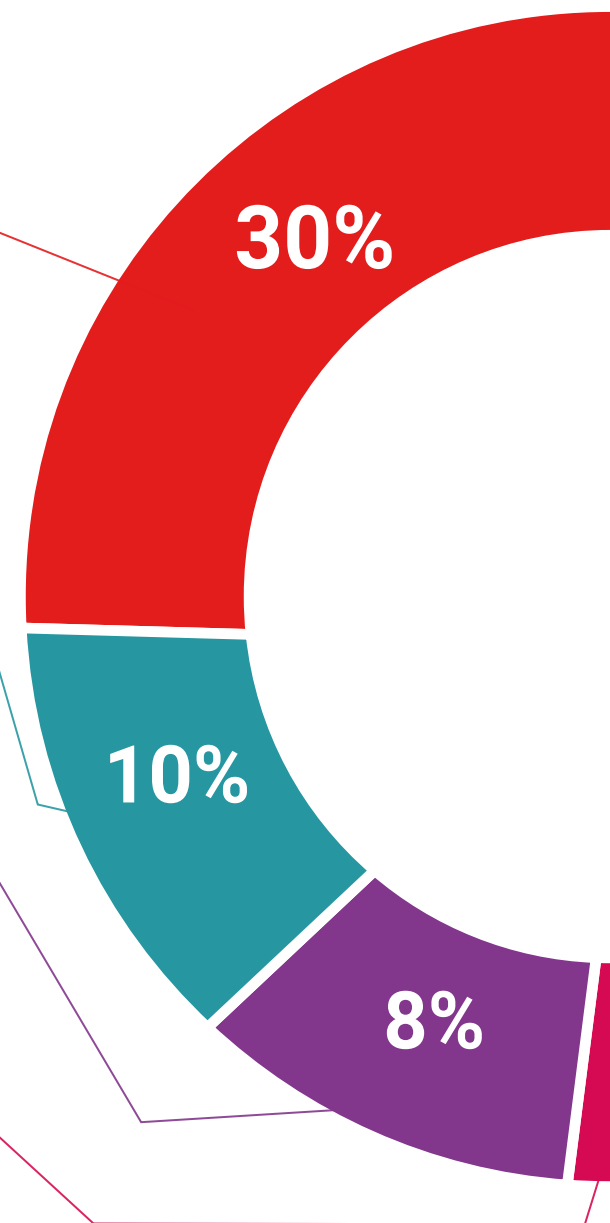
Practising Skills and Abilities

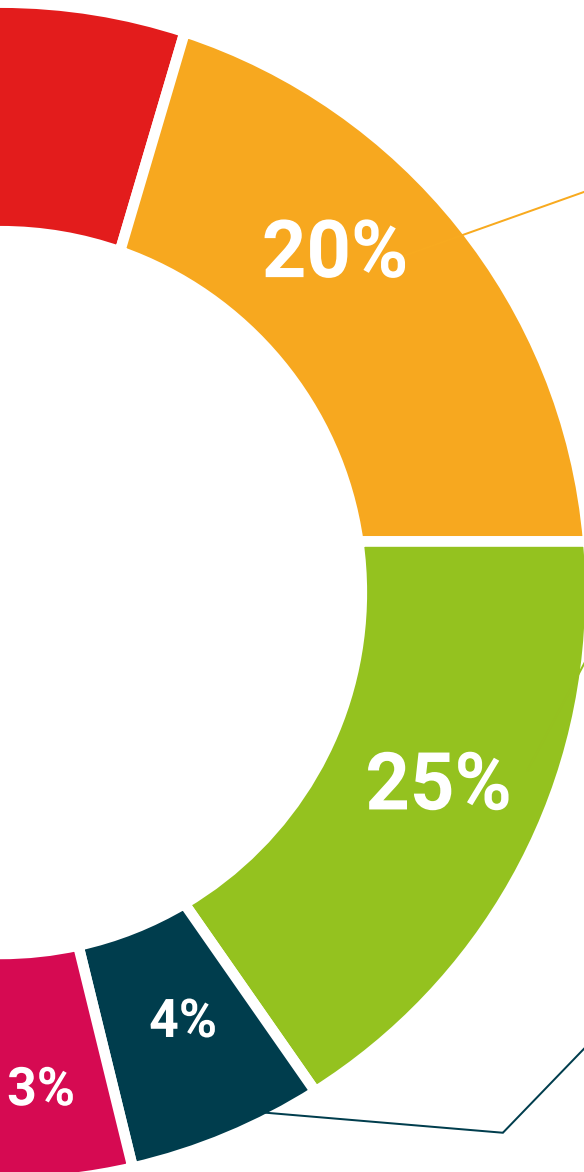
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 and Intercultural Culture guarantees, 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 private qualification will allow you to obtain a **Postgraduate Certificate in Audiovisual and Intercultural Culture** 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 and Intercultural Culture**

Modality: **Online**

Duration: **6 weeks**

Accreditation: **8 ECTS**



*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.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment



Postgraduate Certificate
Audiovisual and Intercultural Culture

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Postgraduate Certificate

Audiovisual and Intercultural Culture