Postgraduate Certificate
Communication Theory

tech *technological university*

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Postgraduate Certificate

Communication Theory

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/pk/journalism-communication/postgraduate-certificate/communication-theory**
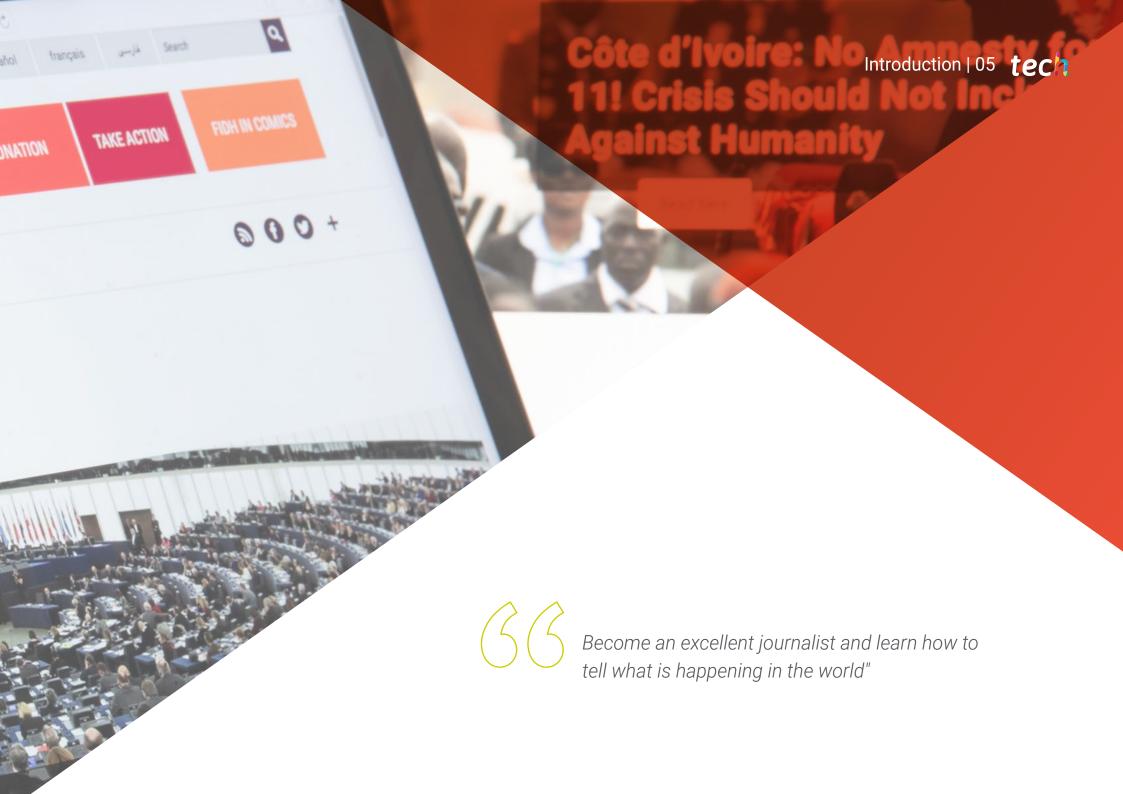
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01
Introduction

The communication process requires professionals who are capable of analyzing the impact that the messages transmitted may have on public opinion. Specialized people who know the entire communication process are essential in the sector.

in the sector. This Postgraduate Certificate in Communication Theory is designed to specialize journalism professionals in this field and to promote mastery of the most current techniques and trends.

Become an excellent journalist and learn how to tell what is happening in the world"

Journalism studies are one of the most demanded in all universities, since this profession has a great influence on the population and has gained great prominence since its beginnings. Journalism encompasses different branches: social, cultural, economic, sports, international, events, conflicts, etc. This makes it necessary for professionals in this field to specialize in order to tell stories in the most appropriate way in each case.

Additionally, the transmission of information can be carried out through different media. Specifically, this program aims to specialize students in Communication Theory. To do so, it is necessary to acquire a series of skills that allow you to put into practice all that has been learned.

The syllabus addresses all aspects related to social communication, from methods and communicative behavior to communication in groups and masses, or the form of telepresence communication, among other aspects.

This program is the most complete and directed so that the professional in the field of Journalism and communication reach a higher level of performance, based on the fundamentals and latest trends in the media. Take advantage of the opportunity and become a professional with solid foundations through this academic program and the latest educational technology 100% online.

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

- The development of case studies presented by experts in Communication Theory
- The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies for teaching Communication Theory
- Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

This program will allow you to improve your skills and become a successful Journalist"

"This Postgraduate Certificate is the perfect way to complement your knowledge in Journalism and Communication"

Don't miss the opportunity to increase your skills in Communication Theory.

Join our community of students and acquire the most advanced knowledge in your career.

Its teaching staff includes professionals from the world of journalism, who bring to this program the experience of their work, as well as renowned specialists from prestigious reference societies and universities.
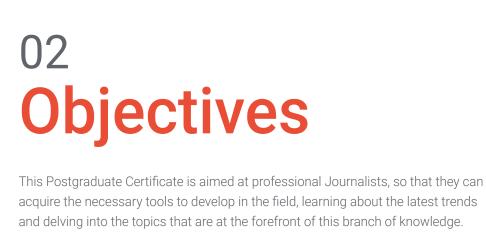
Its multimedia content, developed with the latest educational technology, will enable the professional to contextual and situated learning, i.e., a simulated environment that will provide immersive learning programmed to be prepared for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. To do so, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of Theory of Communication.

02

Objectives

This Postgraduate Certificate is aimed at professional Journalists, so that they can acquire the necessary tools to develop in the field, learning about the latest trends and delving into the topics that are at the forefront of this branch of knowledge.

The Postgraduate Certificate in Communication Theory will allow you to increase your skills in this field"

General Objective

♦ Achieve the necessary knowledge to write and transmit information through different journalistic genres

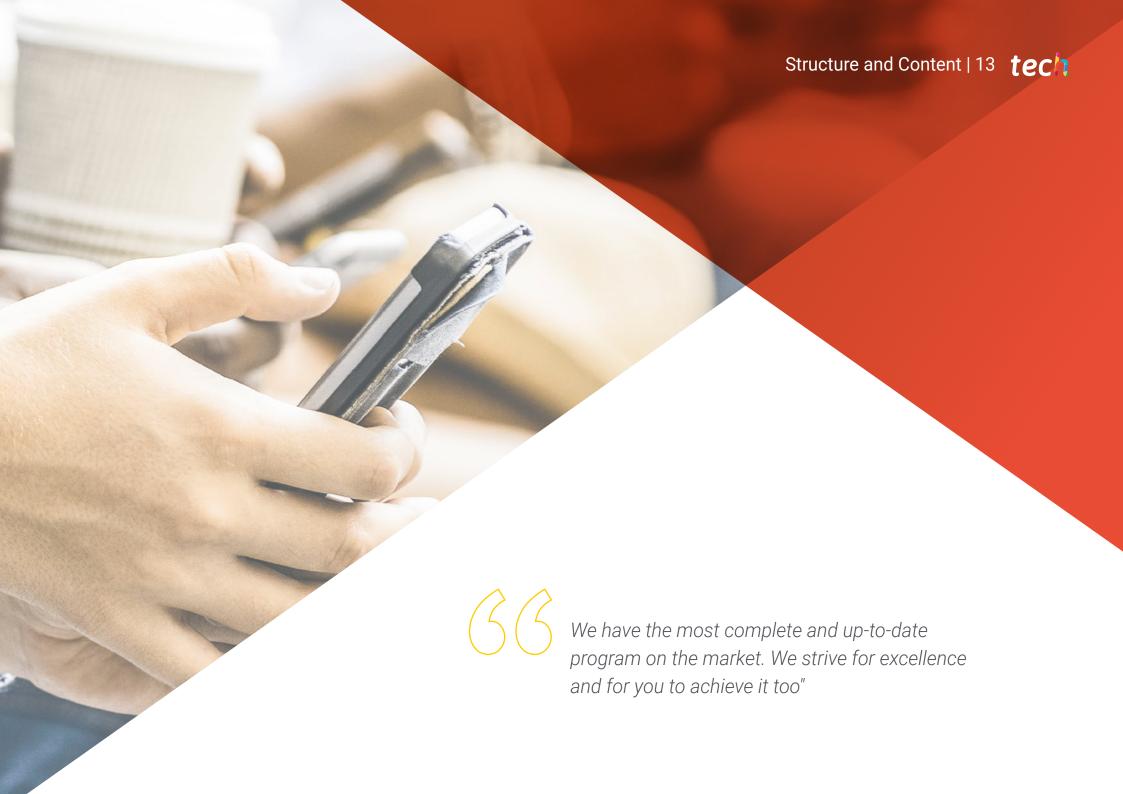*Enroll in the best Postgraduate Certificate in Communication Theory university scene today"*

Specific Objectives

- Describe the main research trends in social communication, as well as their different models
- Know and understand the sources of knowledge of scientific research
- Know and analyze the elements that make up communication
- Know and understand the origins of the study of communication
- Analyze the different aspects of the communicative behavior
- Describe the main concepts of communication in groups and organizations

Structure and Content

The structure of the contents has been designed by a team of professionals in Audiovisual Screenwriting for audiovisual media, who are aware of the importance of up-to-date professional development in order to be able to deepen the area of knowledge, through the use of the available tools.

We have the most complete and up-to-date program on the market. We strive for excellence and for you to achieve it too"

Module 1. Social Communication Theory

1.1. The Art of Communicating
    1.1.1. Introduction: The Study of Communication as a Social Science
    1.1.2. Knowledge
        1.1.2.1. Sources of Knowledge
    1.1.3. The Scientific Method
        1.1.3.1. The Deductive Method
        1.1.3.2. Inductive Method
        1.1.3.3. Hypothetico-Deductive Method
    1.1.4. Common Concepts in Scientific Research
        1.1.4.1. Dependent and Independent Variables
        1.1.4.2. Hypotheses
        1.1.4.3. Operationalization
        1.1.4.4. The Law or Theory of Hedging

1.2. Elements of Communication
    1.2.1. Introduction
    1.2.2. Elements of Communication
    1.2.3. Empirical Research
        1.2.3.1. Basic Research vs. Applied Research
        1.2.3.2. Research Paradigms
        1.2.3.3. Values in Research
        1.2.3.4. The Unit of Analysis
        1.2.3.5. Cross-Sectional and Longitudinal Studies
    1.2.4. Define Communication

1.3. Trends in Social Communication Research
    1.3.1. Introduction. Communication in the Ancient World
    1.3.2. Communication Theorists
        1.3.2.1. Greece:
        1.3.2.2. The Sophists, Early Communication Theorists
        1.3.2.3. Aristotelian Rhetoric
        1.3.2.4. Cicero and the Canons of Rhetoric
        1.3.2.5. Quintilian: The Oratorical Institution

    1.3.3. The Modern Period: The Theory of Argumentation
        1.3.3.1. Anti-Rhetoric Humanism
        1.3.3.2. Communication in Baroque
        1.3.3.3. From the Enlightenment to Mass Society
    1.3.4. The 20th Century: The Rhetoric of the Mass Media
        1.3.4.1. Media Communication

1.4. Communicative Behavior
    1.4.1. Introduction: The Communicative Process
    1.4.2. Communicative Behavior
        1.4.2.1. Animal Ethology and the Study of Human Communication
        1.4.2.2. The Biological Background of Communication
        1.4.2.3. Intrapersonal Communication
        1.4.2.4. Patterns of Communicative Behavior
    1.4.3. The Study of Non-Verbal Communicative Behavior
        1.4.3.1. The Movement of the Body as a Pattern of Communicative Action
        1.4.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements

1.5. The Communicative Transaction
    1.5.1. Introduction: The Communicative Transaction
    1.5.2. Transactional Analysis
        1.5.2.1. The I-Child
        1.5.2.2. The Father-Self
        1.5.2.3. The Adult-Self
    1.5.3. Classification of Transactions

1.6. Identity, Self-Concept and Communication
    1.6.1. Introduction
    1.6.2. Identity, Self-Concept and Communication
        1.6.2.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
        1.6.2.2. The Strategy of Negative Emotions
        1.6.2.3. The Strategy of Positive Emotions
        1.6.2.4. The Strategy to Induce Emotions in Others
        1.6.2.5. The Mutual Commitment Strategy
        1.6.2.6. The Strategy of Pity or Understanding

A unique, key, and decisive educational experience to boost your professional development"

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.

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.

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.

30%

10%

8%

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.

05

Certificate

This Postgraduate Certificate in Communication Theory guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Communication Theory** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Program: **Postgraduate Certificate in Communication Theory**

Official No. of Hours: **150 h.**

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Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Communication Theory

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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