

# Postgraduate Certificate

## Cultural Information in the Media





## Postgraduate Certificate Cultural Information in the Media

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

Website: [www.techtute.com/in/journalism-communication/cultural-information-media](http://www.techtute.com/in/journalism-communication/cultural-information-media)

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# 01

# Introduction

Cultural information is increasingly in demand by a specialized public that wants to be kept up to date on events happening anywhere in the world. But journalism professionals not only have to have a great interest and concern for the cultural world, but also for the different media through which to report on different events. At TECH we have proposed to help you specialize in this high demand field so that you can give a impulse to your profession.





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*Cultural information is in high demand among the public, interested in learning about the customs and traditions of other countries. Specialize in this sector and give your profession a boost”*

Cultural journalism has traditionally had a prominent presence in the media, but it has usually been a discipline far from academia. In other times, professionals who have had a journalistic career in the area have been learning through practice with very few educational proposals. Nowadays, formation is essential in any sector.

This course has an eminently professional orientation, and seeks to train cultural journalism professionals who are capable of responding to the demands of the market. Journalists specialized in specific fields are needed in response to the growing segmentation of the public targeted by today's media. The field of cultural specialization is relevant because of the growing importance of the sector referred to cultural management and creation and, above all, because of the incorporation of culture into the digital sphere.

The objective of this program is to broaden the student's skills with a high level of deepening in the field of cultural journalism, which qualifies the student in the informative and dissemination functions in the professional environment, with special emphasis on the particularities of the media.

And all this in a specialization of excellent academic level, created by specialized professionals with years of experience and, above all, with a 100% online format that will allow you to organize your study in a simple way, so you can combine it with the rest of your daily obligations.

This **Postgraduate Certificate in Cultural Information in the Media** contains the most complete and up-to-date academic program on the university scene. The most important features of the specialization are:

- ♦ The development of practical cases presented by experts in cultural journalism
- ♦ 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
- ♦ News on cultural information in the media
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Its special emphasis on innovative methodologies in the creation of cultural information
- ♦ 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 increase your ability to succeed. Reach a higher level of professionalism in communication through the latest educational technology 100% online"*

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*This course is the best investment you can make in the selection of a professional program to improve your knowledge in Cultural Information in the Media"*

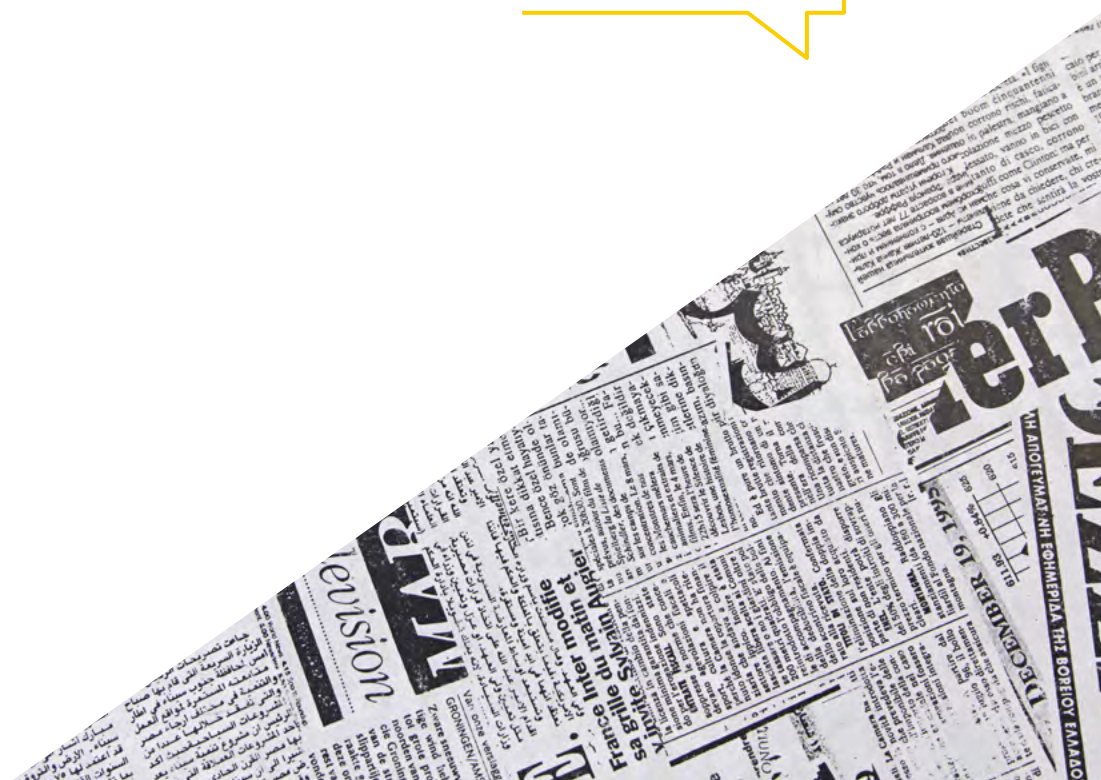
It includes in its teaching staff professionals belonging to the field of cultural journalism, who pour into this course the experience of their work, in addition to recognized specialists from reference societies and prestigious universities.

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 an immersive learning experience designed to prepare for real-life situations.

The design of this program focuses on Problem-Based Learning, by means of which the journalist will have to try to solve the different situations of professional practice that are presented to them. To do so, the specialist will have the help of an innovative interactive video system created by recognized experts in cultural information in the media, and with great experience.

*Increase your confidence in decision making, reinforcing your knowledge through this course.*

*Learn about the latest trends in the field of cultural journalism and improve communication processes in all journalistic media.*



# 02

# Objectives

This course is oriented to the journalism professional, so that they can acquire the necessary tools to develop in the area of cultural journalism, knowing the latest trends and delving into those issues that make up the forefront of this area of knowledge. Only with the proper preparation, the professional will be able to perform his work rigorously and with quality.







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*Our goal is to achieve success in the academic field and to help you achieve it at a professional level”.*



## General Objectives

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- ♦ Broaden the knowledge and information to the student with a higher level of insight in the field of journalism, although, more specifically within the field of cultural journalism
- ♦ Learning to perform informative and dissemination functions in a specialized and professional environment, with emphasis on information within the different genres of cultural journalism



*At TECH we educate a broad community of professionals committed to society. We want the best for you and we help you achieve it"*



## Specific Objectives

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- ♦ Adequately define the basic concepts of journalistic writing
- ♦ Know the different journalistic genres
- ♦ Disseminate cultural agendas in an adequate manner for their diffusion
- ♦ Know and identify the informative and communicative processes involved in cultural journalism for its subsequent application
- ♦ Have the ability to value and criticize cultural manifestations
- ♦ Obtain the knowledge, capacity and ability to be able to inform and communicate in the language of each of the professional media
- ♦ Understand how cultural information works in the radio media
- ♦ Learn and be able to differentiate between the different 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
- ♦ 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
- ♦ Knowledge, capacity and ability to be able to inform and communicate in the language of each 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

# Structure and Content

The structure of the contents has been designed by a team of professionals in cultural journalism in the national territory, aware of the relevance of current affairs in order to produce publications of academic quality, and committed to quality teaching through new educational technologies.





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*This course contains the most complete and up-to-date scientific program on the market, designed to help you achieve professional success”*

## Module 1. Cultural Information in the Press

- 1.1. Cultural Agenda Assessment of the Informative Fact
  - 1.1.1. Assessment of the Informative Fact
  - 1.1.2. Press Cultural Information
  - 1.1.3. Cultural Agendas: Examples
- 1.2. Informative Genres in Cultural Journalism
  - 1.2.1. The News
  - 1.2.2. The reportage and the objective interview
  - 1.2.3. Documentation
- 1.3. Elements of Titling The Wording of the Headline Basic Writing Rules
  - 1.3.1. Elements of Titling
  - 1.3.2. The Wording of the Headline
  - 1.3.3. Basic Writing Rules
- 1.4. The Origin and Functionality of the First Paragraph Basic Rules for Writing the First Paragraph of the News
  - 1.4.1. The origin of the first paragraph
  - 1.4.2. The functionality of the first paragraph
  - 1.4.2. Basic Rules for Writing the First Paragraph of the News
- 1.5. Style Books Journalistic Style Content Structuring
  - 1.5.1. Style Books
  - 1.5.2. Journalistic Style
  - 1.5.3. Content Structuring
- 1.6. Cultural Journalism Writing Workshop
  - 1.6.1. Interview Analysis
  - 1.6.2. Analysis of Reports and Chronicles
  - 1.6.3. Analysis of Reviews, Critical Reviews, Opinion Articles and Opinion Columns

## Module 2. Cultural Information on the Radio

- 2.1. Characteristics Compared to Other Media
  - 2.1.1. The Origin of the Radio
  - 2.1.2. Characteristics Compared to Other Media
  - 2.1.3. The Role of Radio Currently
- 2.2. Radio Language
  - 2.2.1. What Language Allows Radio to Do
  - 2.2.2. Accent on the Radio
  - 2.2.3. The Retransmission of Events
- 2.3. Synopsis and Headlines or Summaries
  - 2.3.1. Information Spaces
  - 2.3.2. Listener Participation in Information Spaces
  - 2.3.3. New Technologies in Radio
- 2.4. Report and Interview
  - 2.4.1. The Report
  - 2.4.2. The Interview
  - 2.4.3. Creation of the report and the radio interview
- 2.5. Radio Fluency
  - 2.5.1. Radio Voice-Over
  - 2.5.2. Vocal moderation
  - 2.5.3. Repetition
- 2.6. Tools for Cultural Journalists in Radio
  - 2.6.1. Radio Script
  - 2.6.2. Radio Documentation
  - 2.6.3. Style Manuals



### Module 3. Television Culture

- 3.1. Basic Concepts and Differences with Radio and Other Media
  - 3.1.1. Basic Concepts of Television Production
  - 3.1.2. Difference With Film
  - 3.1.3. Difference with Radio and Other Media
- 3.2. Production in the Studio
  - 3.2.1. Particularities of Studio Recording
  - 3.2.2. Functions of the Production Professional
  - 3.2.3. Other Personnel and Technical Equipment
- 3.3. Multi-Camera Techniques
  - 3.3.1. Differences with Respect to Single-Camera Production
  - 3.3.2. Camera Triangle
  - 3.3.3. Live Television
  - 3.3.4. The Play-List
  - 3.3.5. Magazines, the Debate, the Interview... the Staging
- 3.4. Introduction to Documentaries
  - 3.4.1. Documentary and Journalism
  - 3.4.2. Interaction with Reality
  - 3.4.3. Documental de creación
- 3.5. Reporting
  - 3.5.1. Audiovisual Cultural Journalism
  - 3.5.2. Report, News and Editing
  - 3.5.3. Features of the Report
- 3.6. The Documentary-Report Project
  - 3.6.1. Introduction
  - 3.6.2. Plot
  - 3.6.3. Context
  - 3.6.4. Synopsis and Structure
  - 3.6.5. Form and Style
  - 3.6.6. Public

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.



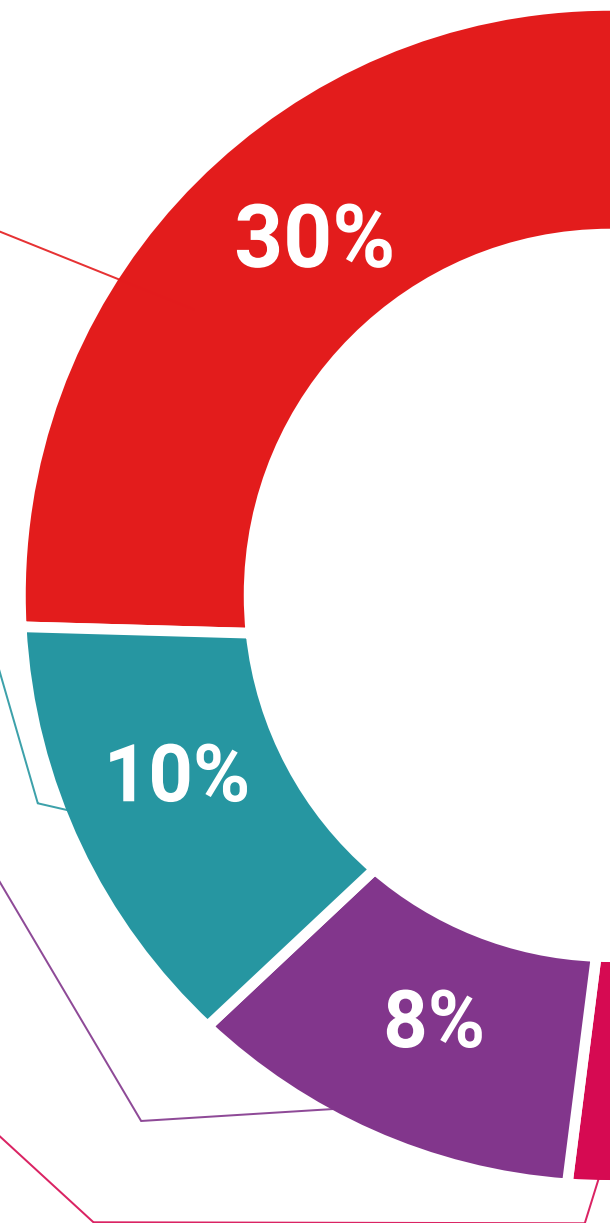
### Practising Skills and Abilities

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





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*Including in your professional education a Postgraduate Certificate in Cultural Information in the Media will allow you to take a giant step forward in your competitiveness in the sector, with the skills of an expert in the field"*

This **Postgraduate Certificate in Cultural Information in the Media** 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.

Title: **Postgraduate Certificate in Cultural Information in the Media**

Official N° of Hours: **200h.**



\*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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development languages  
virtual classroom



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