

Postgraduate Certificate Cultural Information in Print Media





Postgraduate Certificate Cultural Information in Print Media

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

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/cultural-information-print-media

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01

Introduction

The Culture section in newspapers plays an important role in society. The information contained in this area provides readers with the opportunity to enrich their knowledge through the appreciation of arts such as cinema, literature or music. It also promotes cultural diversity and raises reflection on relevant topics related to social issues (poverty being an example of this). However, in order for communicators to ensure the public interest in their media coverage, they must obtain a comprehensive view of mass culture and cultural homogenization. In this context, TECH is launching a 100% online program, which will provide journalists with the most advanced resources to provide methodical information on disadvantaged groups.





“

Thanks to TECH and this 100% online Postgraduate Certificate, you will master transmedia storytelling so that your stories can expand through platforms such as social networks, films or books”

In a news industry defined by the spread of fake news or hoaxes, consumers demand cultural coverage characterized by accuracy. In the same vein, audiences are increasingly turning to specialized media whose content delves deeper into the stories told through background analysis and proper contextualization. In a news industry defined by the spread of fake news or hoaxes, consumers demand cultural coverage characterized by accuracy. Faced with this reality, cultural journalists need to update their skills in order to report fairly and with the support of thorough research.

To respond to this demand, TECH has developed an exclusive specialization program that will provide communicators with the most cutting-edge strategies to raise their professional horizons in the cultural sector. Under the guidance of an experienced faculty, students will analyze the specificities of Intercultural and Alternative Communication. The syllabus will address in depth ideologies such as ethnocentrism or xenophobia, in order for students to make fair coverage. In addition, the program will delve into existing opinion genres (such as editorials, columns or articles) to promote enriching debates on social causes of great interest.

On the other hand, this academic itinerary is distinguished by implementing a disruptive 100% online methodology, which highlights an exclusive Relearning system and the discussion of real cases. Also, this study plan includes materials in various formats such as explanatory videos, interactive summaries, infographics, complementary readings, among others. At the same time, this TECH program stands out for having a prestigious teaching staff, made up of the best specialists in Cultural Information in Print Media. They are joined by a renowned international expert who contributes to the university degree with an exclusive and rigorous Masterclass.

This **Postgraduate Certificate in Cultural Information in Print Media** 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



Don't miss the opportunity to update your information skills with an exceptional Masterclass by a prestigious International Guest Director"

“

You will delve into intercultural practices such as impartiality and its current reflection in the media”

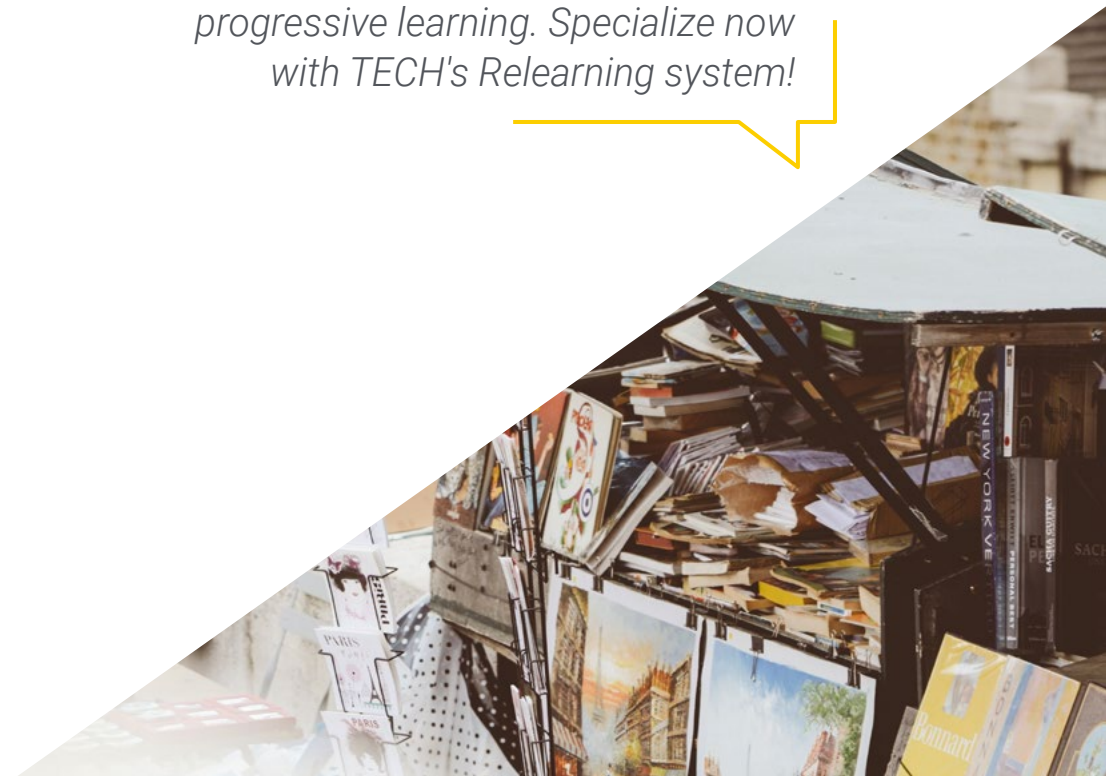
The program’s teaching staff includes professionals from the sector who contribute their work experience to this specializing program, as well as renowned specialists from leading societies and prestigious universities.

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 theory of agenda setting to understand how radio, television and the press influence public opinion.

You will access a learning system based on the repetition of key concepts to promote natural and progressive learning. Specialize now with TECH's Relearning system!



02

Objectives

Thanks to this university program, designed by a renowned faculty, graduates will obtain the necessary tools to develop in the field of cultural journalism. In this way, they will be up to date with the latest trends and will delve into the most relevant aspects to promote interculturality. Likewise, the communicators will apply sources and data in the specialized field of culture. Therefore, they will offer the most rigorous journalistic pieces in printed media such as newspapers, magazines and books.





“

Thanks to this Postgraduate Certificate, you will respond to the demands of the market and create the most innovative contents in the printed media”



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



As this is a 100% online program, you will be able to combine your studies with the rest of your daily responsibilities”





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
- ♦ Define the functioning of the routines of Cultural Journalism in print media
- ♦ Learn how to work with and interpret texts
- ♦ Obtain information and know how to handle sources in order to write cultural information appropriately
- ♦ Handle sources of information appropriately
- ♦ Understand and apply sources and data in the specialized field of culture
- ♦ Know and have the ability to read, interpret, evaluate and criticize cultural and artistic manifestations



04

Course Management

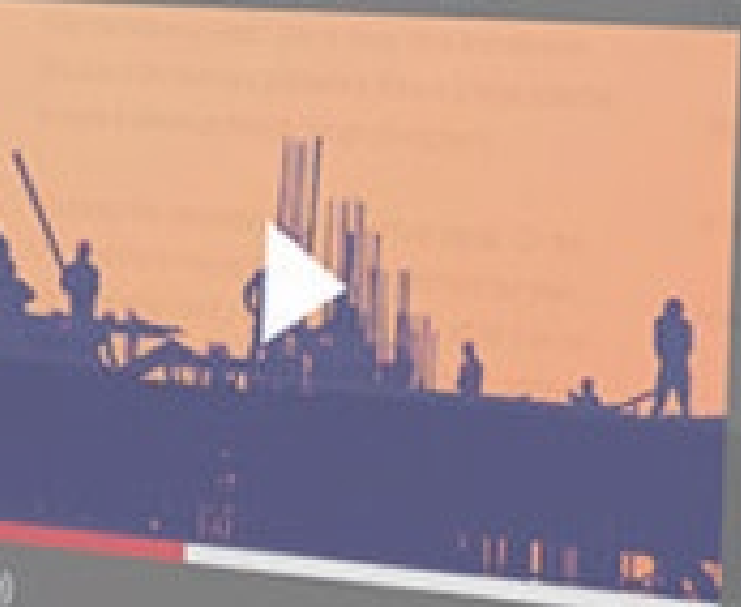
In order to provide the highest quality education, TECH includes in its teaching staff experts of reference in everything related to the field of cultural journalism. These professionals bring to the course their experience of years of work, in which they have worked in prestigious institutions. Undoubtedly, this will imply a unique and highly nourishing academic experience for students.





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Some young talented kid comes along who can take better images than me. I'll open her images and add cherry to it to regain the number one spot. An amazing photograph takes a photo in New York and uploads it. The number one spot.

We are creating a system where very talented creatives can develop their own style and share everything. Some young talented kid comes along who can take better images than me. I'll open her images and add cherry to it to regain the number one spot. An amazing photograph

“

Get updated on Cultural Information in the printed media from the best experts 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

“

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

This Postgraduate Certificate offers the most complete and updated syllabus for students to elaborate the most accurate cultural information. Therefore, the syllabus will analyze various practices to generate intercultural coverage that serve to effectively represent social minorities. In this sense, case studies based on phenomena such as cyberactivism in Africa or the reconnection of women will be explored. Likewise, the program will address in detail interpretative genres such as reportage, essays and chronicles. In this way, graduates will produce culturally appropriate writing with which they will obtain a wider scope.





“

You will acquire competencies such as proactivity, which will enable you to provide more complete news coverage and reveal important issues”

Module 1. Intercultural and Alternative Communication

- 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. Cultural Journalism in Print Media: Interpretative Genres

- 2.1. Interpretive Genres
 - 2.1.1. Interpretive Texts in Cultural Content
 - 2.1.1.1. Subjectivity in Journalism and Culture
 - 2.1.1.2. Interpretation Techniques in Journalism
 - 2.1.1.3. Great Cultural Interpreters
 - 2.1.2. Interview, Reportage, Chronicle, Criticism and Essay
 - 2.1.2.1. Interview
 - 2.1.2.2. Report and Chronicle
 - 2.1.2.3. Criticism and Essay
- 2.2. Opinion
 - 2.2.1. Opinion Texts: Editorial, Columns, and Articles
 - 2.2.1.1. Editorial
 - 2.2.1.2. Spine
 - 2.2.1.3. Article
- 2.3. Criticism as a Core Genre in Cultural Journalism Specialization
 - 2.3.1. Criticism as a Core Genre of Journalistic Specialization
 - 2.3.1.1. Criticism and Writing
 - 2.3.1.2. Transmedia Criticism
- 2.4. The Profile of the Cultural Journalist
 - 2.4.1. Day-to-Day Journalism
 - 2.4.1.1. Theoretical Approach to Cultural Journalism
 - 2.4.1.2. Informative Documentation
 - 2.4.1.3. Proactivity as a Professional Requirement
 - 2.4.2. The Agenda of Cultural Journalism
 - 2.4.2.1. The Spiral of Silence
 - 2.4.2.2. The Agenda Setting
- 2.5. Journalistic Specialization
 - 2.5.1. Specialization According to Audiences
 - 2.5.1.1. Specialized Journalism
 - 2.5.1.2. Demanding Audiences
 - 2.5.1.3. Cultural Journalism as a Specialization

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.



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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.

“

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.



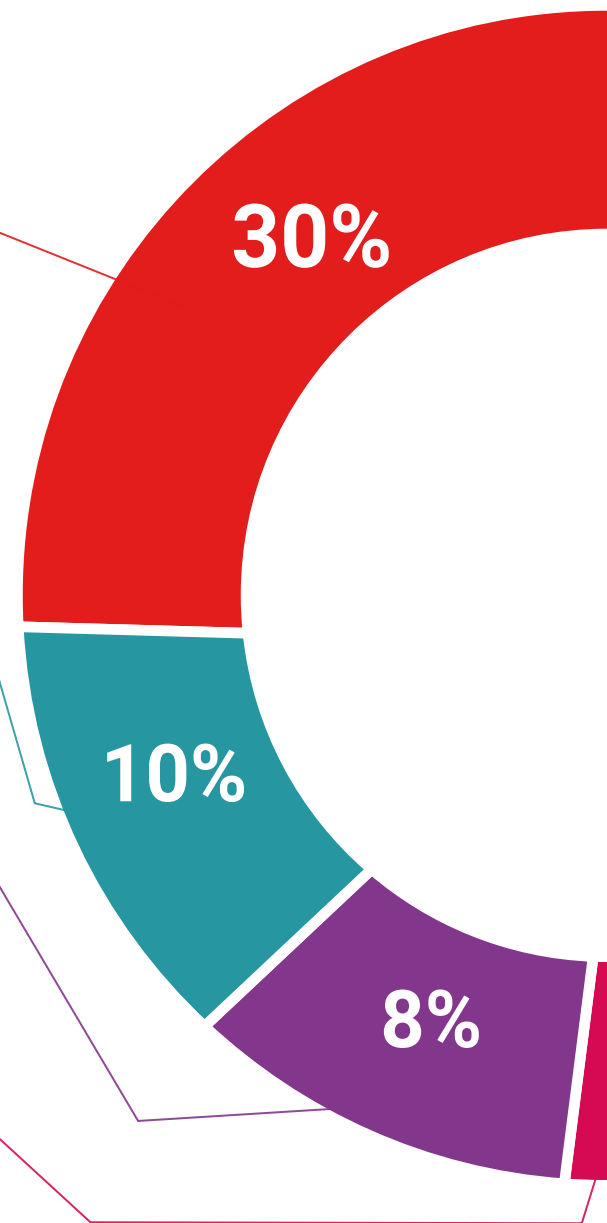
Practising Skills and Abilities

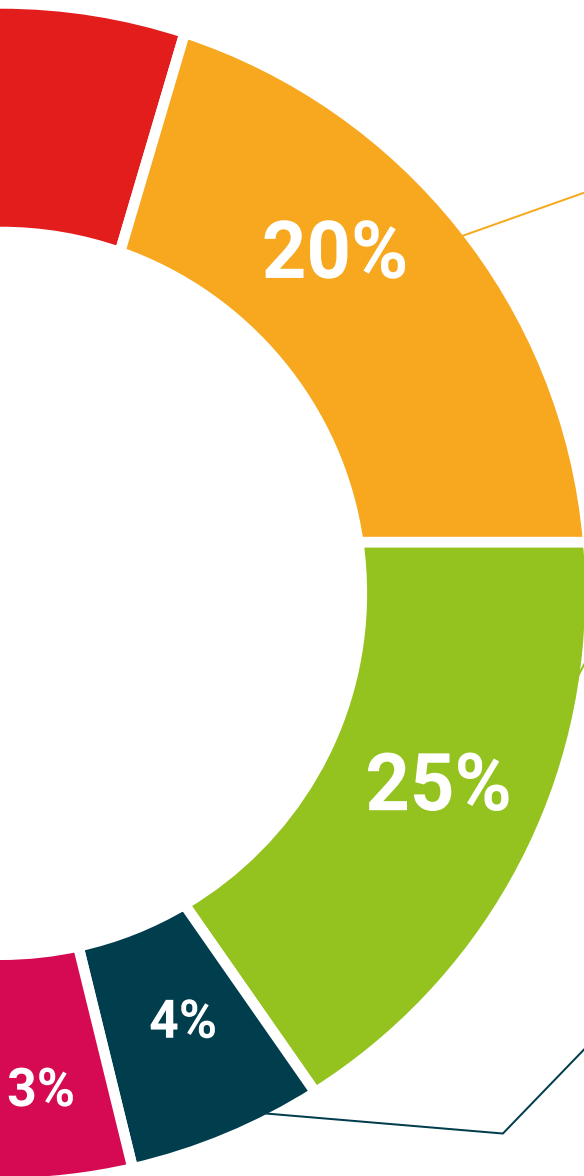
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Print Media guarantees students, in addition to the most rigorous and up-to-date education program, 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 Cultural Information in Print Media** 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 Cultural Information in Print Media**

Modality: **Online**

Duration: **8 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.



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Postgraduate Certificate

Cultural Information in Print Media

