Postgraduate Certificate
Cultural Journalism and Cyberculture

tech global university

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Postgraduate Certificate

Cultural Journalism and Cyberculture

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

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

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01

Introduction

The Internet and social networks have revolutionized the world of journalism, especially cultural journalism. There is no longer a concert or show that is not broadcast in streaming, with the benefits of greater dissemination that this type of action entails. Cultural journalists cannot remain on the sidelines of the advantages of the network and cyberculture, so it is necessary to specialize in this field. If you want to dedicate yourself to cultural journalism and you are looking for the best qualification in the field, don't think about it any longer. At TECH we offer you what you need: high-level education for professionals who seek excellence.
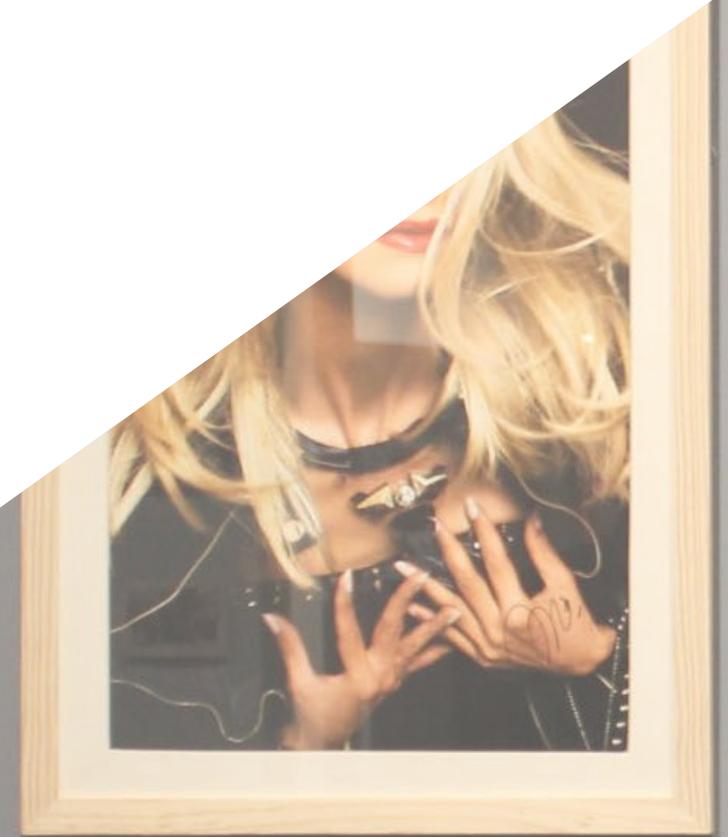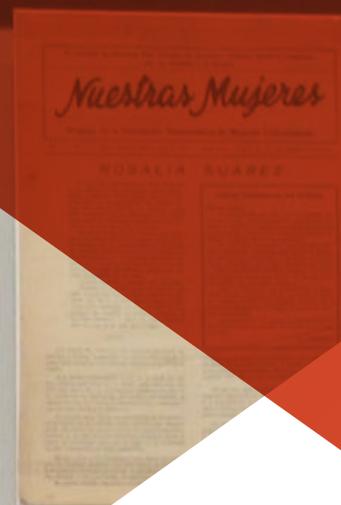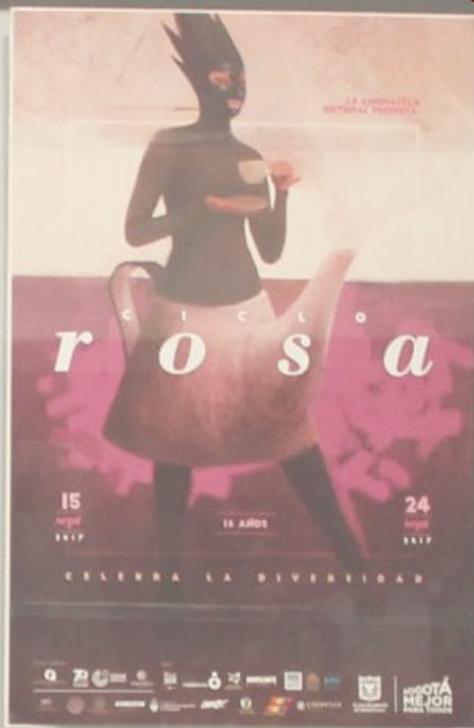
To be a good cultural journalist it is essential to have an interest in the different artistic manifestations, but also to know how to handle the digital tools that allow a wide dissemination of cultural events. We give you the opportunity to specialize with this high academic level Postgraduate Certificate"

Cultural journalism has traditionally had a prominent presence in the media, but it has usually been a discipline far removed 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, such learning is essential in any sector. Moreover, the arrival of the Internet has revolutionized the world of journalism in general, and cultural journalism in particular. Therefore, today it is unthinkable that there are journalism professionals who do not know how to handle social networks or the rest of the tools offered by the network for the writing and dissemination of information.

In this Postgraduate Certificate we offer you a complete learning about Cultural Journalism and Cyberculture. The program has an eminently professional orientation, and seeks to form cultural journalism professionals who are able to respond to market demands. Journalists specialized in specific fields are needed as a 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 expand the student's learning with a high level of deepening in the field of cultural journalism, which enables the student in the informative and dissemination functions in the professional environment, with special emphasis on cultural journalism and cyberculture.

And all this in a learning of excellent academic level, created by specialized professionals with years of experience and, above all, in a 100% online way 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 Journalism and Cyberculture** 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 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 journalism and cyberculture
- 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
- Special emphasis on innovative methodologies in cultural journalism and cyberculture
- 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"

" This Postgraduate Certificate is the best investment you can make in the selection of a professional program to improve your knowledge of cultural and audiovisual information"

Increase your confidence in decision making, reinforcing your knowledge through this Postgraduate Certificate.

Learn about the latest trends in the field of cultural journalism and improve the writing and design processes of cultural information.

It includes in its teaching staff professionals belonging to the field of cultural journalism, who pour into this program the experience of their work, as well as 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. For this purpose, the specialist will be assisted by an innovative interactive video system developed by renowned and experienced experts in Cultural Journalism and Cyberculture.

02
Objectives

This Postgraduate Certificate is aimed at journalism professionals, so that they can acquire the necessary tools to develop in the area of Cultural Journalism and Cyberculture, 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 professionals will be able to carry out their Postgraduate Certificate in a rigorous and quality way.

"

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

General Objectives

- 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 generate a broad community of professionals committed to society. We want the best for you and we help you to achieve it"

Specific Objectives

- Have knowledge of the development of cultures and cybercultures as essential contexts for understanding the rules that prevail in cyberspace
- Understand the transformation of traditional media and the emergence of new media
- Reflect critically on cultural phenomena and new communicative contexts
- Master journalistic writing and to be informed daily on current cultural events
- Know, identify, describe and understand the situation of cultural reality in contemporary societies, both in its creative and industrial dimensions
- Knowledge and application of technologies and systems used to process, elaborate and transmit information, as well as to express and disseminate informative and/or cultural creations
- Have the transversal and specific competencies necessary to successfully face the reality of cultural journalism in different fields
- In-depth knowledge of digital communication and cultural journalism

- Know how to identify, create and develop stories with the different points that encompass it, marked by rigor and personal branding
- Know and develop the essential guidelines for documentation in cultural journalism
- Know, understand and identify the new topics of journalism, culture and web 3.0
- Learn about the use of social networks in cultural journalism and journalistic genres
- Know how to make use of information through social networks and develop a communication plan
- Develop specific content within cultural journalism in terms of positioning

03
Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.

TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve"

International Guest Director

Katherine Anne Roiphe is a prominent American **author** and **journalist** known for her **sharp cultural analysis** 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 Institute of Journalism, where she directs the **Reporting and Cultural Criticism Program**.

Roiphe grew up as the daughter of **psychoanalyst** Herman Roiphe and **renowned feminist** Anne Roiphe, which laid the foundation for her **intellectual interests**. She also 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. As such, 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 Cultural Reporting and Criticism Program at New York University, USA
- Essayist and Cultural Critic for publications such as Vogue, Harper's and The New York Times
- Author of several fiction and non-fiction titles such as *The Morning After: Sex, Fear, and Feminism on Campus* and *Still She Haunts Me*
- Professor at New York University's Arthur L. Carter Journalism Institute
- Ph.D. in English Literature from Princeton University
- B.A. in Literature from Harvard University

"

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

04
Structure and Content

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

This Postgraduate Certificate contains the most complete and up-to-date scientific program on the market, designed to help you achieve professional success"

Module 1. Cyberculture and Digital Journalism of Cultural Contents

1.1. Culture and Cyberculture
    1.1.1. Cyberculture and Digital Communication
        1.1.1.1. Basic Concepts
        1.1.1.2. New Cultural Model
        1.1.1.3. Emerging Culture and Cultural Product
    1.1.2. New Forms of Social Communication
        1.1.2.1. Popular Cyberculture
        1.1.2.2. Transculturation and Cybertransculturation
    1.1.3. Proactivity in Today's Society
        1.1.3.1. Digital Civilization
        1.1.3.2. Collective Intelligence
1.2. Cyberjournalism
    1.2.1. Creation of Digital Content
        1.2.1.1. Online Journalism
        1.2.1.2. Writing Cultural Content on and for the Web
    1.2.2. Communication 2.0.and 3.0.
        1.2.2.1. Interactivity
        1.2.2.2. Social Network
    1.2.3. Hypertext and Multimedia
        1.2.3.1. The Impact of Hypertext on Traditional Journalistic Genres and the Development of New Genres
        1.2.3.2. Study and Application of Multimedia Resources in Web-Based Journalism

Module 2. Anatomy and Physiology of the Voice. Vocal Chord Status

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

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.

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.

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

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.

20%

25%

4%

3%
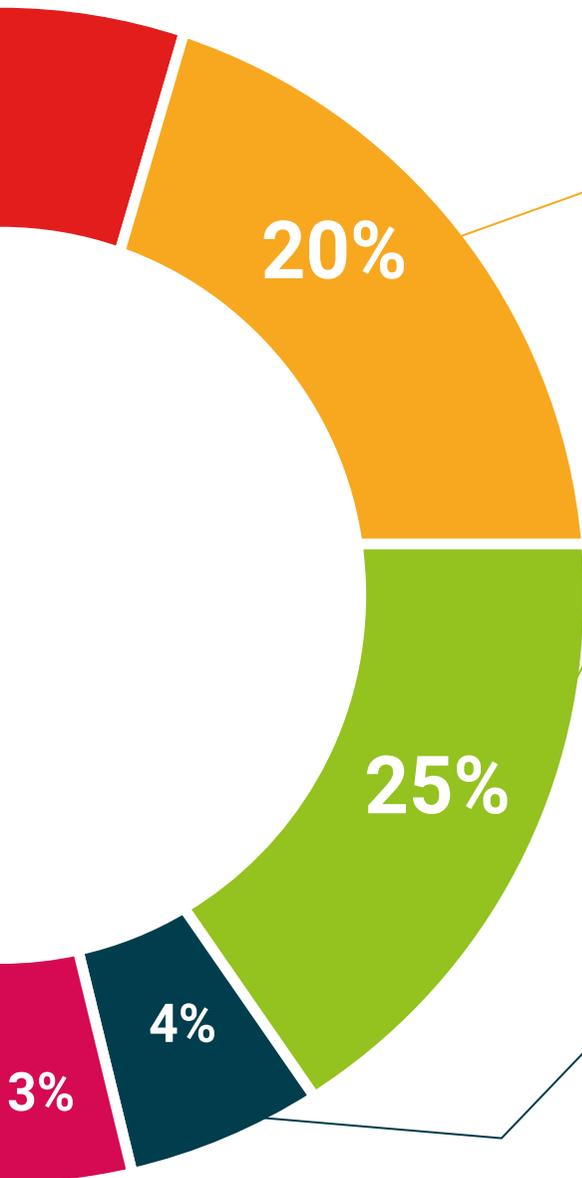
Case Studies

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 Cultural Journalism and Cyberculture guarantees students, 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 program will allow you to obtain your **Postgraduate Certificate in Cultural Journalism and Cyberculture** 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** title 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 Journalism and Cyberculture**

Modality: **online**

Duration: **6 weeks**

Accreditation: **8 ECTS**

tech global university

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

Postgraduate Certificate in Cultural Journalism and Cyberculture

This is a program of 240 hours of duration equivalent to 8 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
Rector

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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