

# Postgraduate Certificate

## Cultural Market and Journalistic Analysis





## Postgraduate Certificate Cultural Market and Journalistic Analysis

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Global University
- » Credits: 12 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/cultural-market-journalistic-analysis](http://www.techtute.com/us/journalism-communication/cultural-market-journalistic-analysis)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

03

Structure and Content

---

*p. 16*

04

Methodology

---

*p. 20*

05

Certificate

---

*p. 28*

# 01

# Introduction

The world of culture is a very broad sector that is based on different artistic expressions, such as music, painting, cinema, sculpture... Therefore, the cultural journalist must have a broad specialization and previous knowledge to be able to perform comprehensive and quality journalistic analysis. At TECH we have proposed to help you specialize in this highly demanded field so that you can give a boost to your profession.





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*For a correct journalistic analysis it is necessary to have previous knowledge about the sector. Don't miss the opportunity and prepare yourself in the largest Spanish-speaking online university: TECH”*

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

This Postgraduate Certificate has an eminently professional orientation, and seeks to train cultural journalism professionals who are capable of responding 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 broaden the student's education with a high level of deepening in the field of cultural journalism, which trains the student in the informative and dissemination functions in the professional environment, with special emphasis on journalistic analysis.

And all this in a course 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 that you can combine it with the rest of your daily obligations.

This **Postgraduate Certificate in Cultural Market and Journalistic Analysis** contains the most complete and up-to-date academic program on the university scene. The most important features of the program 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 market and journalistic analysis
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ The interactive learning system based on algorithms for making decisions on the situations posed
- ♦ Its special emphasis on communication methodologies and journalistic analysis
- ♦ 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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*We offer you quality education and the best teaching methodology. You only have to put the effort and the desire to study”*

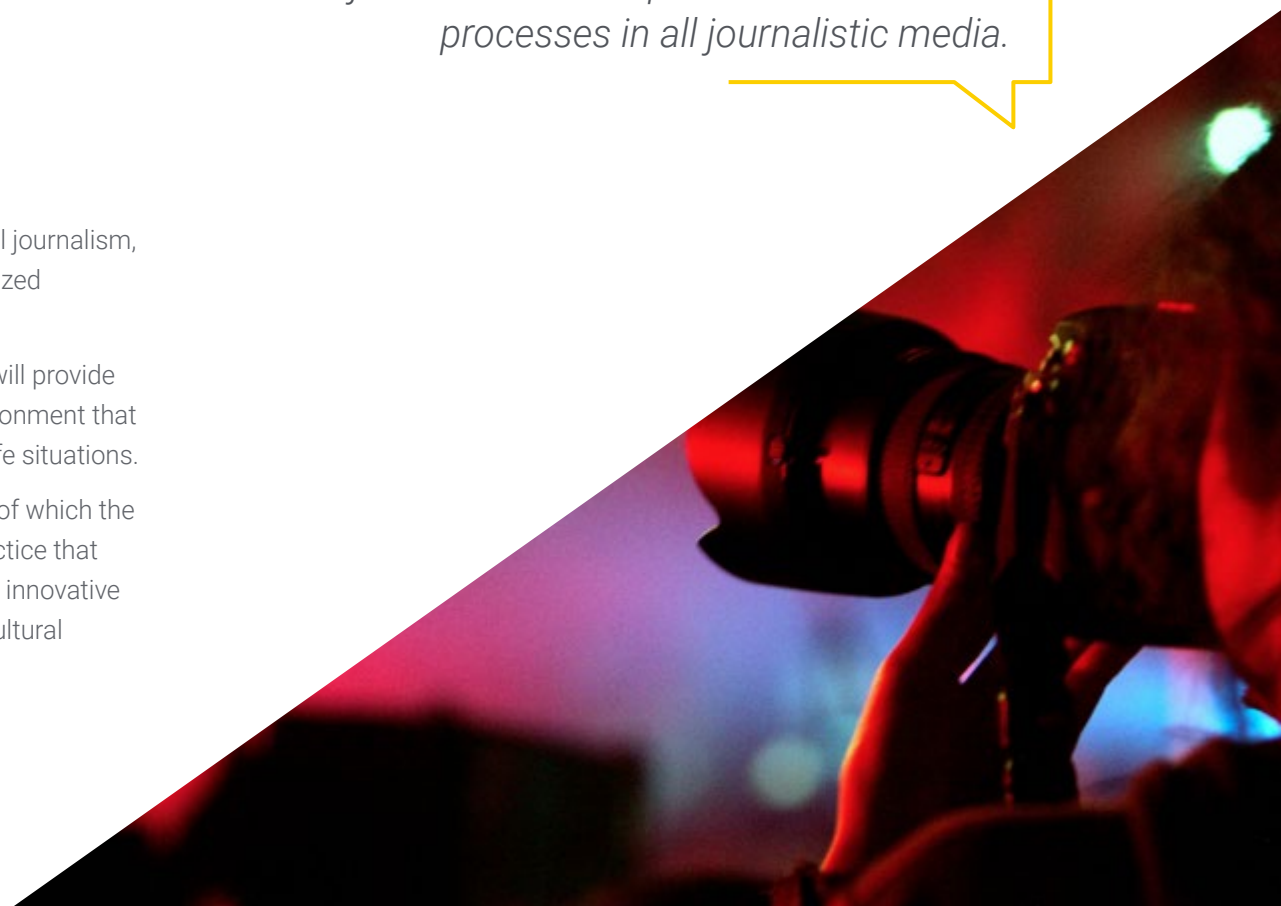
*Increase your confidence in decision making, reinforcing your knowledge through this Postgraduate Certificate.*

*Learn about the latest trends in the field of cultural journalism and improve communication processes in all journalistic 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. For this purpose, the specialist will be assisted by an innovative interactive video system created by renowned and experienced experts in cultural market and journalistic analysis.

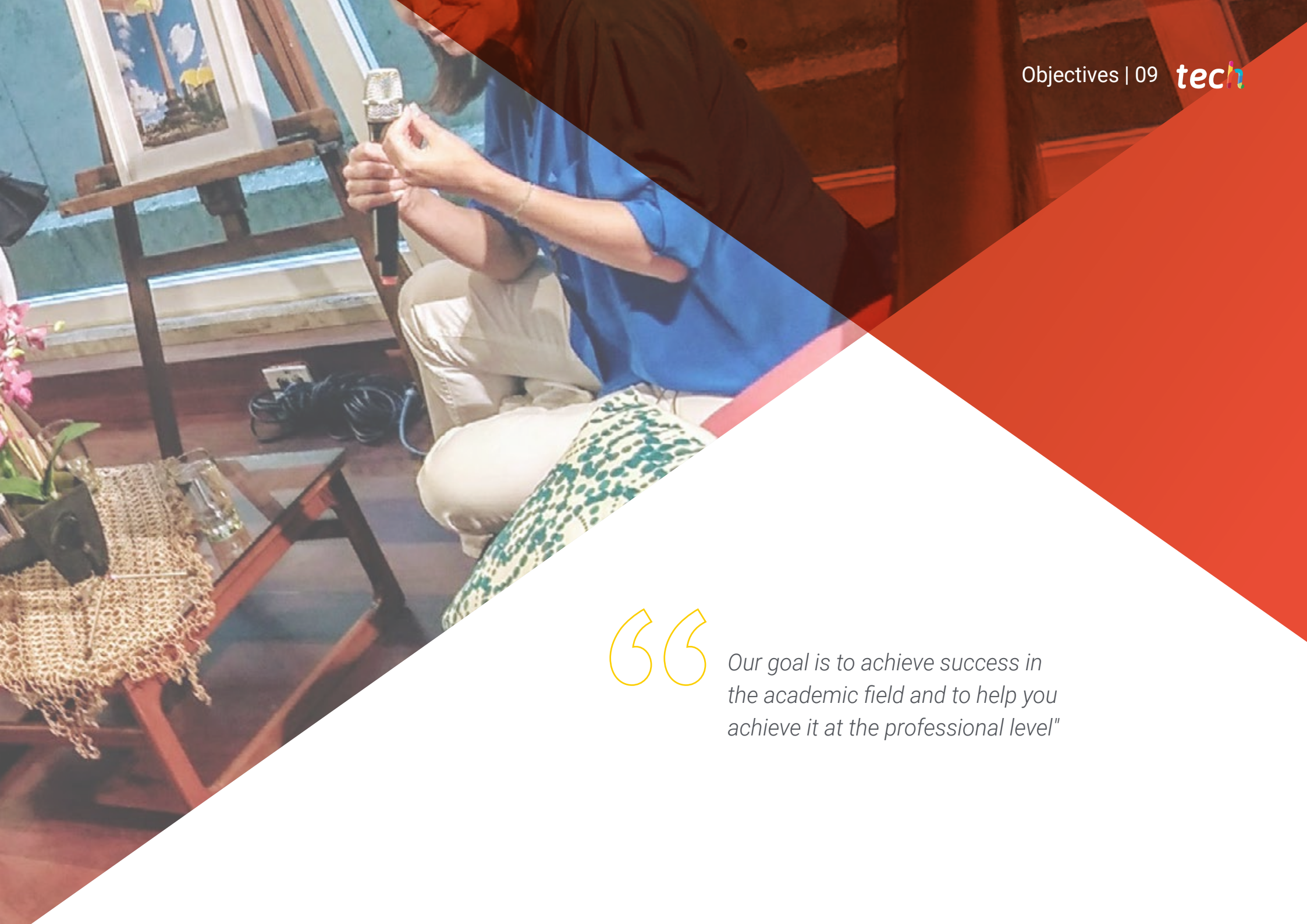


# 02 Objectives

This Postgraduate Certificate is aimed at journalism professionals, so that they can acquire the necessary tools to develop in the area of cultural journalism, 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 the 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 educate a broad community of professionals committed to society. We want the best for you and we help you get it".





## Specific Objectives

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- ♦ Learn within the context of culture the basic concepts, principles and theories of cultural communication and industries
- ♦ Understand and interpret reality based on cultural skills and procedures
- ♦ Manage sources, plan projects, and organize different methods to solve problems
- ♦ Understand and apply acquired knowledge to solve new and unfamiliar problems in the environment within the different disciplines
- ♦ Study, investigate and analyze cultural phenomena
- ♦ Understand the cultural reality of contemporary societies in both the creative and industrial industries
- ♦ Understand and know how to reflect on the criticism of cultural practices
- ♦ Investigate cultural phenomena
- ♦ Broaden and study the components and origins of cultural diffusion
- ♦ Know, understand and study cultural social phenomena and methodology
- ♦ Analyze artistic languages and cultural codes in order to be able to interpret and criticize different artistic and cultural subjects
- ♦ Identify the processes of cultural journalism in order to be able to apply them later on
- ♦ Know and understand the production techniques of the different artistic and cultural industries
- ♦ Develop the appropriate knowledge to develop techniques in traditional and new exhibition media
- ♦ Awaken a critical attitude towards the hybridization of technique and the multiple platforms that serve as containers for the transmission of an artistic message
- ♦ Make judgments, especially in the professional and academic field of culture and communication, based on criteria, external standards or personal reflections
- ♦ Know and identify the main currents and theories that formalize and criticize the cultural phenomenon from a conceptual, methodological and investigative point of view
- ♦ Know how to interact with the spectator and have knowledge of the industry

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.



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*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

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- ♦ 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

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*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 in the national territory, aware of the relevance of the current relevance of training to be able to produce publications of academic quality, and committed to quality teaching through new educational technologies.







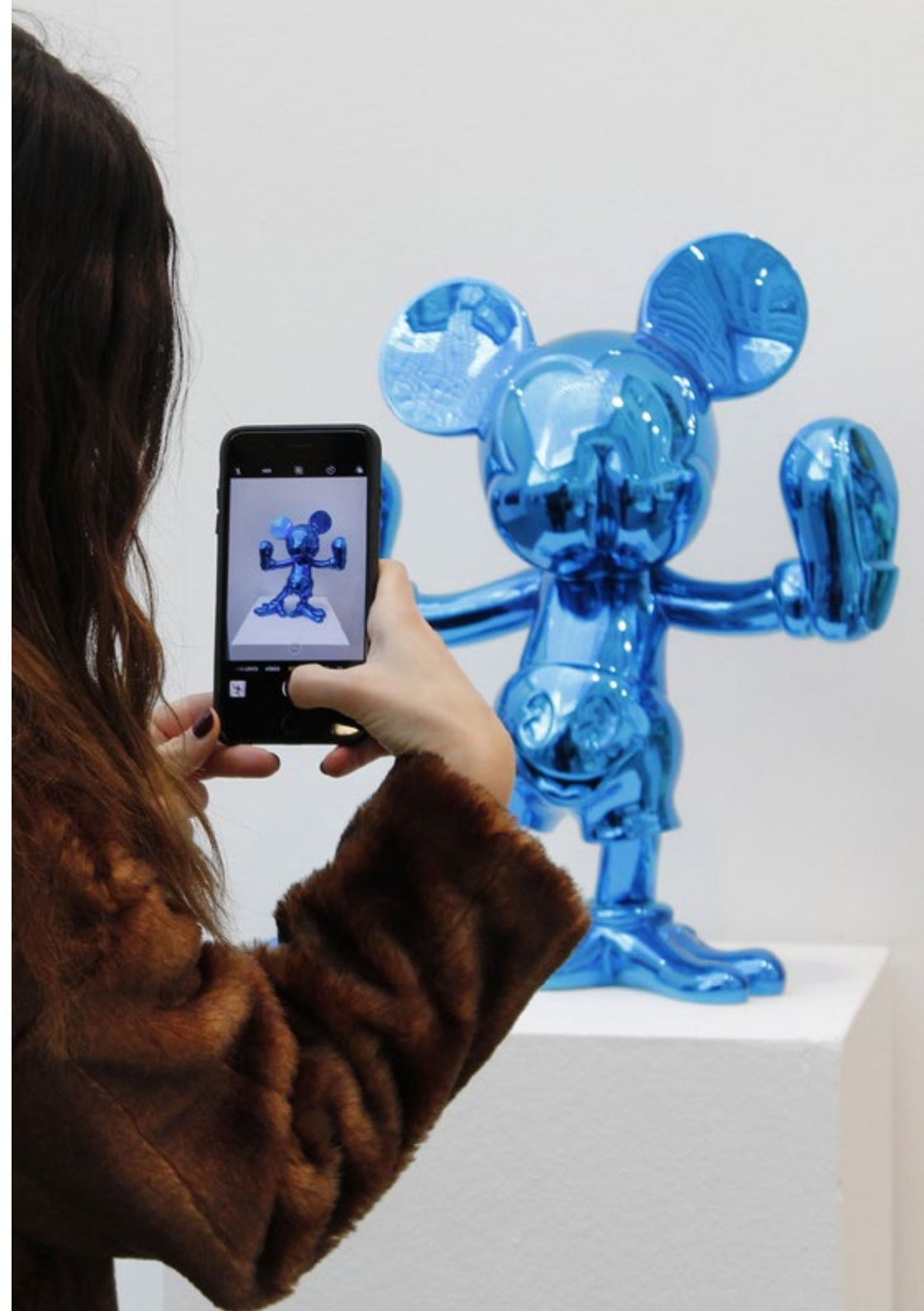
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*This Postgraduate Certificate contains the most complete and up-to-date scientific program on the market, designed to help you reach work success"*

and

## Module 1. The Culture Market

- 1.1. Culture outside the Industry
  - 1.1.1. The Art Market
    - 1.1.1.1. Environment of the Cultural and Creative Industry: The Place of Cultural Organizations in Society
    - 1.1.1.2. The Global Economic Impact of the Cultural and Creative Industry
  - 1.1.2. Cultural Heritage and the Performing Arts
    - 1.1.2.1. Cultural Heritage and the Performing Arts in Society
    - 1.1.2.2. Cultural Heritage and the Performing Arts in the Media
- 1.2. Cultural Industries
  - 1.2.1. The Concept of Cultural Industry
    - 1.2.1.1. The Publishing Industry
    - 1.2.1.2. The Musical Industry
    - 1.2.1.3. The Film Industry
- 1.3. Journalism and Art
  - 1.3.1. New and Old Forms of Communication
    - 1.3.1.1. Beginnings and Evolution of Art in the Media
    - 1.3.1.2. New Forms of Communication and Writing
- 1.4. Culture in the Digital World
  - 1.4.1. Culture in the Digital World
    - 1.4.1.1. The Omnipresence of the Visual. Controversies of the Digital Age
    - 1.4.1.2. The Transmission of Information through Video Games
    - 1.4.1.3. Collaborative Art
- 1.5. The Media Structure
  - 1.5.1. The Audiovisual and Press Sector
    - 1.5.1.1. The Impact of Large Media Groups on Culture
    - 1.5.1.2. Live platforms, a challenge for the conventional media
  - 1.5.2. The Cultural Journalism Sector
    - 1.5.2.1. The Cultural Market in a Global World Towards Homogenization or Diversification?



**Module 2. Culture Analysis**

- 2.1. Theoretical and Methodological Approach to Culture.
  - 2.1.1. Beyond Customs
    - 2.1.1.1. Art and Social Transformation
    - 2.1.1.2. Art and Feminism
  - 2.1.2. Symbols in Culture
    - 2.1.2.1. Greek and Roman Symbology
    - 2.1.2.2. Religious Symbology
    - 2.1.2.3. Contemporary Symbology
- 2.2. Culture, Communication and Meaning
  - 2.2.1. Language, Thought and Reality
    - 2.2.1.1. The Concept of Culture and Cultural Change
    - 2.2.1.2. The Cultural Approach through Art
  - 2.2.2. Culture, Experience and Representation
    - 2.2.2.1. Experiential Art
- 2.3. Culture and Imaginaries
  - 2.3.1. Mass Culture and Visual Cultures
    - 2.3.1.1. Stereotypes in the Mass Media
    - 2.3.1.2. Cultural Integration in the Media
  - 2.3.2. Culture and Image: Imagination, Representation and Imaginaries
    - 2.3.2.1. Queer Art, Historical Invisibilization
    - 2.3.2.2. Urban Art as a Tool for Empowerment



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

**Module 3. Art and Digital Culture**

- 3.1. Adapting the Artistic Model to the Media
  - 3.1.1. The Genealogy of New Artistic Formats
    - 3.1.1.1. From Photography to Net Art
  - 3.1.2. Art in the Media and the Media in Art
    - 3.1.2.1. Incursion of Media Art
    - 3.1.2.2. Art in the New Media
    - 3.1.2.3. Contemporary Artistic Movements
- 3.2. Digital Technology and Photography
  - 3.2.1. The Pic-Revolution
    - 3.2.1.1. Study and Evaluation of Digital Technology Adapted to the Field of Photographic Artwork
    - 3.2.1.2. Manifestations: Art on the Internet
    - 3.2.1.3. Hacktivism
- 3.3. The Medium as an Artistic Vehicle
  - 3.3.1. Analysis of the Viability of Art in the Media
    - 3.3.1.1. Multimedia Art
    - 3.3.1.2. The Limits of Art in the Media
- 3.4. Interaction with the (Non-)Viewer
  - 3.4.1. The Requirement for Audience Participation in the Work
    - 3.4.1.1. Mechanical-Electrical Interactivity
    - 3.4.1.2. Interactivity in Videogames
    - 3.4.1.3. Electronic Interactivity
  - 3.4.2. Whose Art Is It? The Influence of Society on Art and How It Translates to the Media
    - 3.4.2.1. Influence of Society on Art
    - 3.4.2.2. Transfer of Art to the Media
- 3.5. Current Art
  - 3.5.1. Production, Curatorship and Exhibition of Digital Art and Immaterial Museums
    - 3.5.1.1. Production
    - 3.5.1.2. Curatorship
    - 3.5.1.3. Exhibition of Digital Art and Immaterial Museums

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.

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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

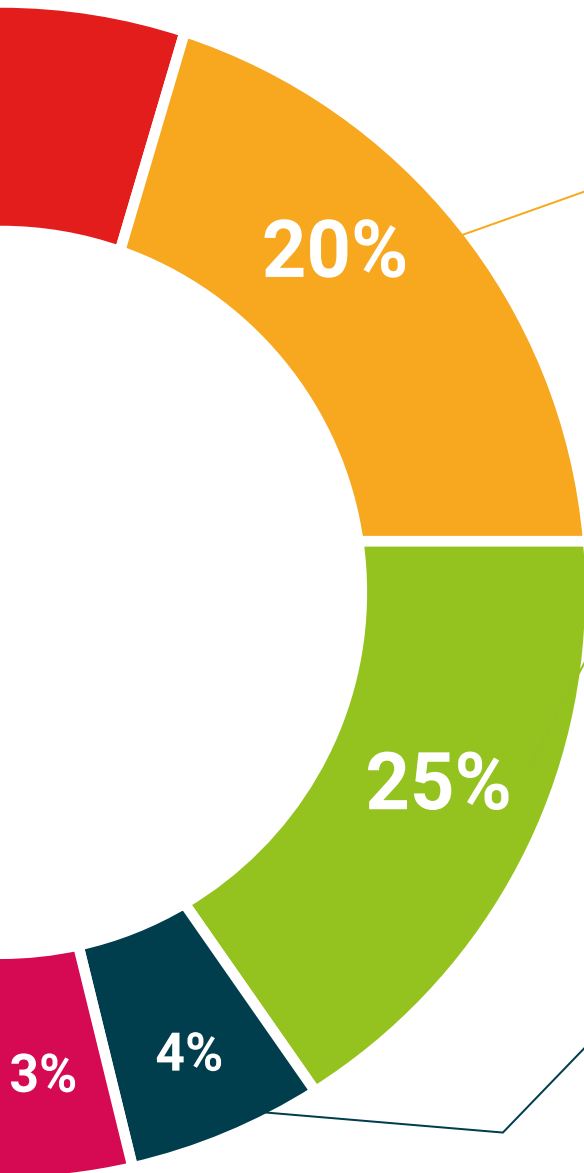
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.



06

# Certificate

The Postgraduate Certificate in Cultural Market and Journalistic Analysis 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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*Including a Postgraduate Certificate in Cultural Market and Journalistic Analysis in your education 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 program will allow you to obtain your **Postgraduate Certificate in Cultural Market and Journalistic Analysis** 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 Market and Journalistic Analysis**

Modality: **online**

Duration: **12 weeks**

Accreditation: **12 ECTS**



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



## Postgraduate Certificate Cultural Market and Journalistic Analysis

- › Modality: online
- › Duration: 12 weeks
- › Certificate: TECH Global University
- › Credits: 12 ECTS
- › Schedule: at your own pace
- › Exams: online

# Postgraduate Certificate

## Cultural Market and Journalistic Analysis

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