

# Postgraduate Certificate

## Data Analysis in Cultural Journalism



### Visitors Overview





## Postgraduate Certificate Data Analysis in Cultural Journalism

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

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/data-analysis-cultural-journalism](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/data-analysis-cultural-journalism)

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# 01

# Introduction

Data analytics are essential in the field of Cultural Journalism. Thanks to them, journalists conduct research to understand emerging technologies and segment audiences. In this way, communicators can provide specific content based on the interests of the target audience. In addition, this process also helps professionals look for new creative approaches to identify new opportunities. However, to achieve innovative pieces, journalists must have basic notions of Marketing oriented to the development of successful products. In this sense, TECH offers an advanced university program that provides students with the most competitive resources to successfully perform this professional work. In addition, all the didactic material is offered in a convenient 100% online mode.





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*You will analyze how the digitization of data drives a new journalistic model through this 100% online Postgraduate Certificate”*

The new Internet paradigm is changing the way we communicate. Users demand digital platforms that combine newsrooms with multimedia elements, with the aim of acquiring the most complete vision. Therefore, the media are developing websites full of visual elements to generate impact and tell stories in an original way. In this context, infographics have become a key tool to facilitate the understanding of more complex content. For example, they are useful to visually represent the ozone layer in the atmosphere and how it has been reduced over time due to pollution.

Aware of this reality, TECH has developed a program dedicated to deepen on journalistic infographics. The didactic materials, elaborated by professionals specialized in this field, will allow students to carry out high quality coverage. To achieve this, the syllabus will address the importance of precision journalism in the cultural industries. The syllabus will also provide guidelines for designing resources such as graphics, diagrams, data boxes or inforrelatos. In addition, the specialization will address key factors for the correct composition of infographics. These include the choice of typography, colors and sizes. In this way, graduates will obtain their own style to communicate information in a legible and accurate way.

Also, the university program implements the disruptive Relearning system, of which TECH is a pioneer, and which promotes the organic mastery of study concepts without the need to memorize them. In addition, the program includes the study of real cases, with which students will embark on the resolution of complex situations in simulated environments. On the other hand, the syllabus is distinguished by its exceptional teaching staff. This team of professionals includes a Guest Director of international stature who is in charge of an exhaustive Masterclass.

Therefore, graduates of this Postgraduate Certificate achieve success in an exclusive and rigorous way.

This **Postgraduate Certificate in Data Analysis in Cultural Journalism** 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



*Through this program's Masterclass, offered by a prestigious International Guest Director, you will update all your journalistic skills with excellence"*

“

*You will delve deeper into the existing relationship between art, politics and activism. Gain the most comprehensive and holistic understanding with this program!”*

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.

*Do you want to master the advances that have taken place in the major cultural industries? Keep up to date with this advanced program.*

*You will design the most powerful cultural products in the Cultural Marketing field. Don't miss this unique opportunity!*



# 02

# Objectives

This Postgraduate Certificate will allow students to develop professionally in the world of Cultural Journalism. Thanks to the academic itinerary, a wide range of employment options linked to the transmission, dissemination and processing of information will be open to graduates. In addition, data analysis will allow the communicators to identify the latest trends in contemporary culture.

In this way, they will delve into the preferences of the public and will be able to measure the impact of events through interaction in social networks.







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*You will analyze the evolution of journalistic infographics to create original pieces that stand out for their synthesis and comprehension”*



## General Objectives

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- ♦ 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



*No rigid schedules or evaluation timelines: this is the complete TECH Postgraduate Certificate*





## Specific Objectives

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- Understand and interpret real-world data based on skills and procedures
- Understand knowledge based on the subject matter in order to provide a critical evaluation of the data
- Make value judgments on the subject of marketing and culture
- Learn to design and produce campaigns or products related to culture
- Demonstrate procedures to promote cultural ideas
- Elaborate projects for the transmission of coherent information in a minimal way
- Communicate information in a clear and precise way, aiming at legibility
- Communicate with rigor and informative value
- Communicate with coherent and recognizable style
- Design and produce campaigns or communication products specialized in communication
- Know and use digital technologies to innovate in the production and dissemination of culture through digital technologies

# 03

## Course Management

Educational excellence is vital for both the personal and professional development of students. For this reason, TECH offers students a teaching staff specialized in Data Analysis in the field of cultural journalism. These professionals have a long career, where they have worked in prestigious news companies. As a result, they have developed teaching materials characterized by relevance, clarity and adaptability to the demands of the labor market. Students will embark on an effective educational experience to take on new professional challenges.





“

*Journalists and other communicators specialized in the cultural industry make up the teaching staff of this TECH program”*

## 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

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- ♦ 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

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*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

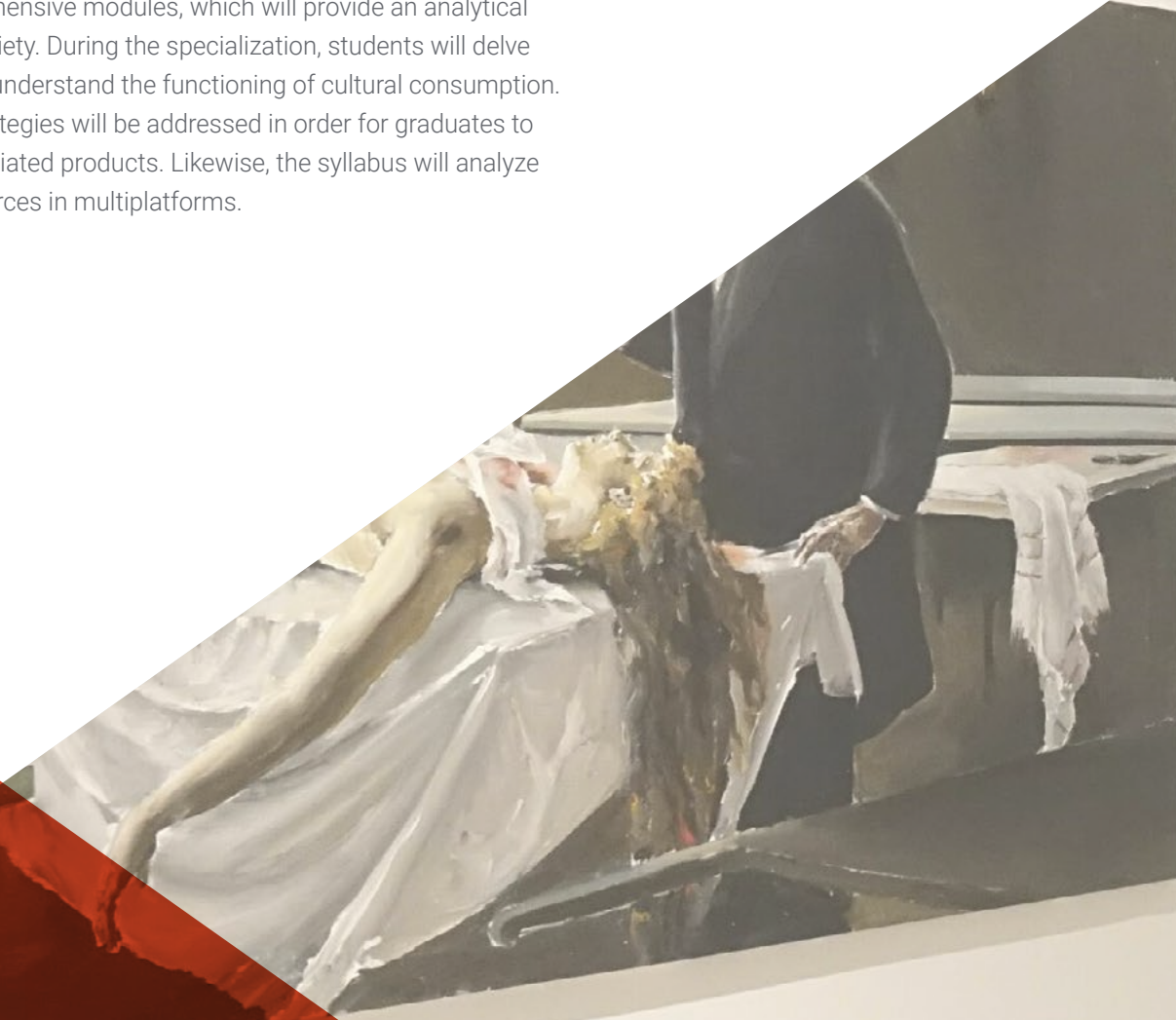




# 04

## Structure and Content

This syllabus consists of 2 comprehensive modules, which will provide an analytical visualization of the information society. During the specialization, students will delve into basic aspects of Marketing to understand the functioning of cultural consumption. In this sense, multiple research strategies will be addressed in order for graduates to offer the most original and differentiated products. Likewise, the syllabus will analyze the importance of interactive resources in multiplatforms.





*Specialize from the comfort of your home and update your knowledge online with TECH, the best online university in the world according to Forbes magazine”*

## Module 1. Cultural Research, Management and Marketing

- 1.1. Introduction to Marketing
  - 1.1.1. The 4 Ps
    - 1.1.1.1. Basic Aspects of Marketing
    - 1.1.1.2. Marketing Mix
    - 1.1.1.3. The Necessity (or not) of Marketing in the Cultural Market
  - 1.1.2. Marketing and Consumerism
    - 1.1.2.1. Culture Consumption in Spain
    - 1.1.2.2. Quality as a Cross-Cutting Factor in Information Products
- 1.2. Marketing and Value: Art for Art's Sake, Art in Ideological Programs, and Art as a Market Product
  - 1.2.1. Art for Art's Sake
    - 1.2.1.1. The Art of the Masses The Homogeneity of Art and Its Value
    - 1.2.1.2. Is Art Created for the Media or Does the Media Transmit Art?
  - 1.2.2. Art within Ideological Programs
    - 1.2.2.1. Art, Politics and Activism
    - 1.2.2.2. Basic Symbolism in Art
  - 1.2.3. Art as a Market Product
    - 1.2.3.1. Art in Advertising
    - 1.2.3.2. Cultural Management for a Successful Development of the Work
- 1.3. Marketing of the Main Cultural Industries
  - 1.3.1. Current Trends in the Main Cultural Industries
    - 1.3.1.1. The Needs of Consumers as Represented in Companies
    - 1.3.1.2. Successful Cultural Products in the Media
- 1.4. Research as a Central Marketing Tool
  - 1.4.1. Collection of Market and Consumer Data
  - 1.4.2. Differentiation in Relation to Competitors
  - 1.4.3. Other Investigative Strategies
- 1.5. The Future of Cultural Marketing
  - 1.5.1. The Future of Cultural Marketing
    - 1.5.1.1. Cultural Marketing Tendencies
    - 1.5.1.2. The Cultural Products with the Greatest Power in the Market



**Module 2. Data Visualization in Cultural Journalism**

- 2.1. Visual Layout of Information
  - 2.1.1. The Fundamentals of Information Visualization Modeling
    - 2.1.1.1. The Image in the Press
    - 2.1.1.2. Information Visualisation
- 2.2. Evolution of Journalistic Infographics
  - 2.2.1. Infographics in the Press, Precision Journalism and Analytical Visualization
    - 2.2.1.1. Infographics in the Press
    - 2.2.1.2. Precision Journalism
    - 2.2.1.3. Analytical Visualization
- 2.3. Classification of Infographics
  - 2.3.1. Towards a New Journalistic Model
    - 2.3.1.1. Data Digitization
    - 2.3.1.2. The Interaction of Data in the Media From Advertising to Information
  - 2.3.2. Analytical Visualization and the Information Society
    - 2.3.2.1. Elimination of the Superfluous
    - 2.3.2.2. Tables, Diagrams, Graphs, Charts, Maps, Data Boxes, Infograms, Infographics, Stories
- 2.4. The Role of the Journalism and Infographics Professional
  - 2.4.1. Build an Infographics Section in the Different Media
    - 2.4.1.1. Infographics Creation Tools
    - 2.4.1.2. Adaptation of Information to the Media
    - 2.4.1.3. The Infographics Agency
- 2.5. Digitalization and Interactivity
  - 2.5.1. Interactive Visualization in a Multimedia and Multiplatform World
    - 2.5.1.1. Interactive Visualization
    - 2.5.1.2. Essential Principles of Interaction Design
    - 2.5.1.3. Multi-Mediality
- 2.6. Elements of Infographics in Journalism
  - 2.6.1. Selection and Planning. Data and Information. Work Distribution. Day-to-Day Work. The Choice of Software. Texts: Headlines and Body of the Information. Illustrations. Sources. The Signature
    - 2.6.1.1. Selection and Planning. Data and Information. Work Distribution. Day-to-Day Work.
    - 2.6.1.2. Texts: Headlines and Body of the Information
    - 2.6.1.3. Illustrations. Sources. The Signature
  - 2.6.2. The Importance of Typographic Choice. Colors and Size are also Information
    - 2.6.2.1. The Importance of Typographic Choice
    - 2.6.2.2. Colors and Size



*A Postgraduate Certificate designed based on the latest trends in Data Analysis to guarantee you rigorous competencies. This is your chance: enroll now”.*

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.



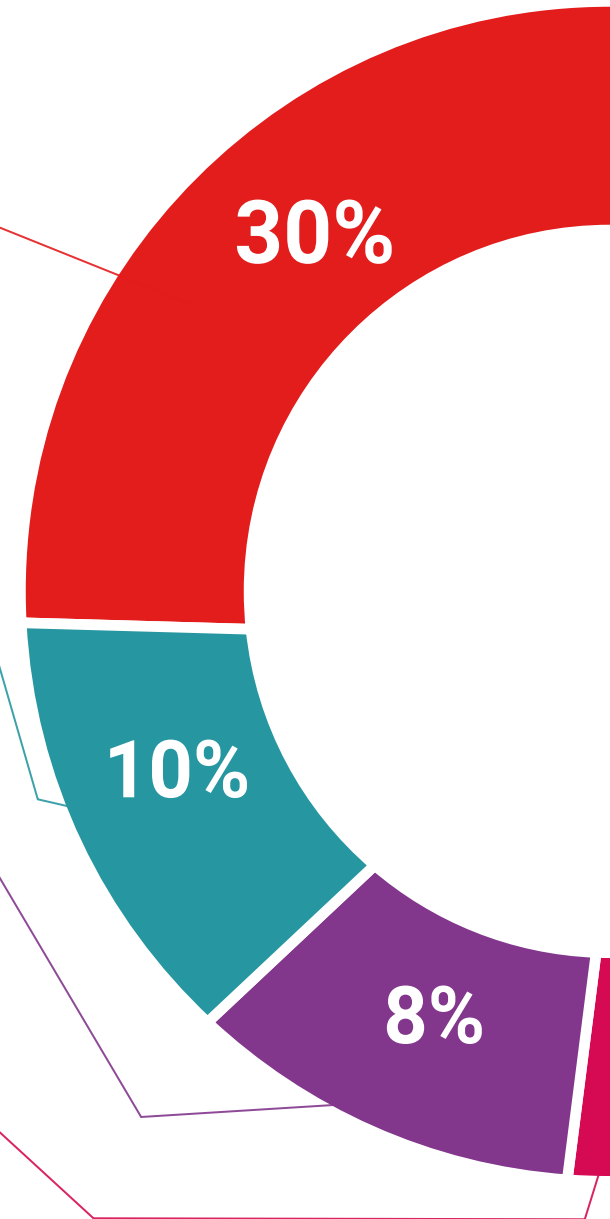
### Practising Skills and Abilities

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.



06

# Certificate

The Postgraduate Certificate in Data Analysis in Cultural Journalism in 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 private qualification will allow you to obtain a **Postgraduate Certificate in Data Analysis in Cultural Journalism** 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.

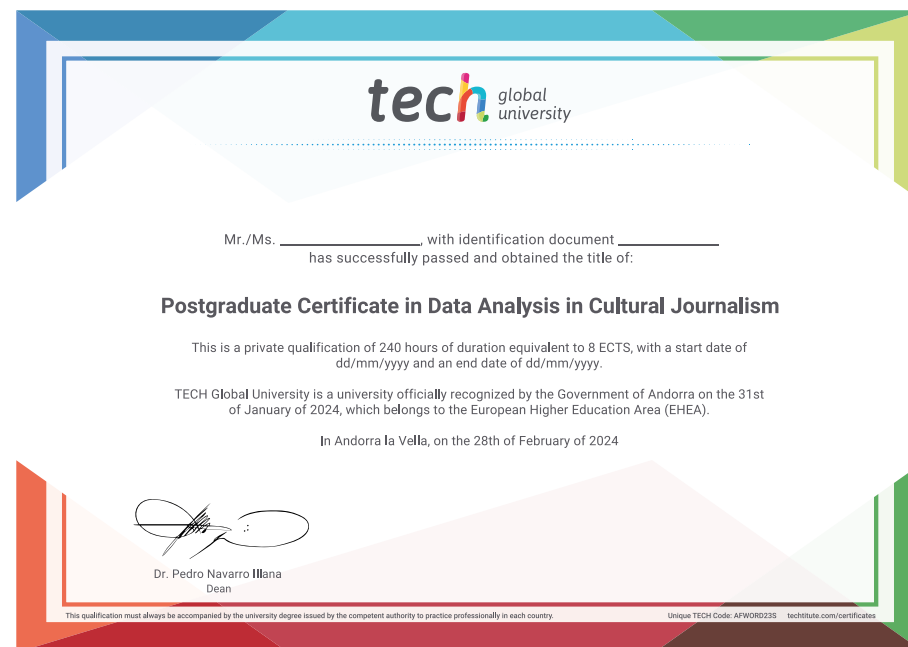
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Data Analysis in Cultural Journalism**

Modality: **online**

Duration: **6 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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## Data Analysis in Cultural Journalism

