

Postgraduate Certificate

Interpersonal Communication Theory





## Postgraduate Certificate

### Interpersonal Communication Theory

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

Website: [www.techtute.com/in/journalism-communication/postgraduate-certificate/interpersonal-communication-theory](http://www.techtute.com/in/journalism-communication/postgraduate-certificate/interpersonal-communication-theory)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 16*

05

Certificate

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*p. 24*

01

# Introduction

Communication processes take place in all social interactions. Thus, this program aims to show the basic processes that take place in every communication.

This program in Interpersonal Communication Theory is designed to specialize journalism professionals in this field and to promote mastery of the most current techniques and trends.





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*Become an excellent journalist  
and learn how to tell what is  
happening in the world”*



Journalism studies are one of the most demanded in all universities, since this profession has a great influence on the population and has gained great prominence since its beginnings. Journalism encompasses different branches: social, cultural, economic, sports, international, events, conflicts, etc. This makes it necessary for professionals in this field to specialize in order to tell stories in the most appropriate way in each case.

Additionally, the transmission of information can be carried out through different media. Specifically, this program aims to specialize students in Interpersonal Communication Theory. To do so, it is necessary to acquire a series of skills that allow you to put into practice all that has been learned.

The syllabus covers interpersonal and group communication, verbal and non-verbal communication, the main indicators for detecting lies, how to speak in public and active listening, among other aspects.

This program is the most complete and oriented towards the professional in the field of journalism and communication so that they might reach a higher level of performance, based on the fundamentals and the latest trends in interpersonal communication. Take advantage of the opportunity and become a professional with solid foundations through this program and the latest educational technology 100% online.

This **Postgraduate Certificate in Interpersonal Communication Theory** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Interpersonal Communication Theory
- ♦ 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
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative teaching methodologies of Interpersonal Communication Theory
- ♦ The interactive learning system based on algorithms for making decisions on the situations posed
- ♦ 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 improve your skills and become a successful Journalist”*

“

*This Postgraduate Certificate is perfect for you to learn how to tell the story you want to tell and do it in a professional way"*

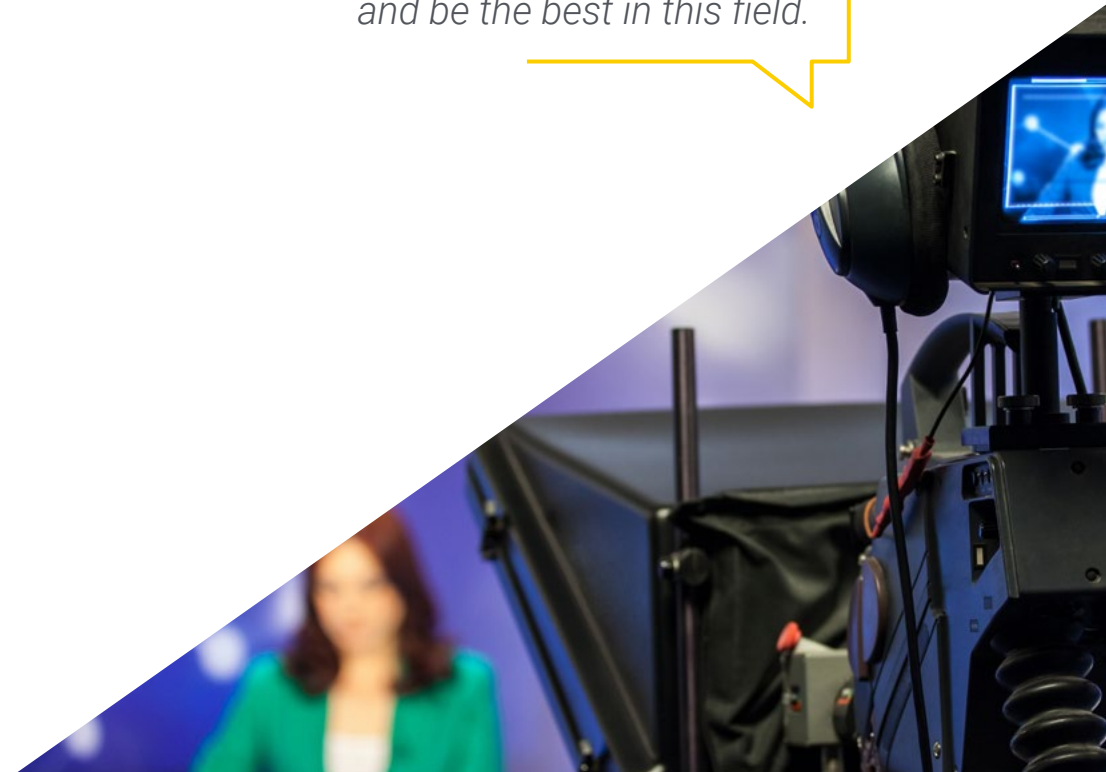
Its teaching staff includes professionals from the world of journalism, who bring to this program the experience of their work, as well as renowned specialists from prestigious reference societies and universities.

Its multimedia content, developed with the latest educational technology, will enable the professional to contextual and situated learning, i.e., a simulated environment that will provide immersive learning programmed to prepare in real situations.

This program is designed around Problem-Based Learning, whereby the professionals must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professionals will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of Interpersonal Communication Theory.

*Don't miss the opportunity to increase your skills in Interpersonal Communication Theory.*

*Learn the latest trends in Interpersonal Communication and be the best in this field.*



02

# Objectives

This Postgraduate Certificate is aimed at professional journalists, so that they can acquire the necessary tools to develop in the field, learning about the latest trends and delving into the topics that are at the forefront of this branch of knowledge.







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*The Postgraduate Certificate in Interpersonal Communication Theory will allow you to specialize in this broad field of communication”*



## General Objective

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- ♦ Achieve the necessary knowledge to write and transmit information through different journalistic genres

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*Enroll in the best Postgraduate Certificate in Interpersonal Communication Theory of the current university scenario”*







## Specific Objectives

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- ◆ Identify the theoretical explanatory models of mass communication
- ◆ Distinguish the different literary genres and review journalistic genres related to literature
- ◆ Know the determinants of effective communication to large and small audiences, including nonverbal communication and the use of body language
- ◆ Adequately contextualize the media systems and in particular the global structure of communication
- ◆ Contextualize the term communication and its basic principles



03

# Structure and Content

The structure of the contents has been designed by a team of professionals in journalism, aware of the relevance of the current relevance of education in order to delve into the field of knowledge, to perform professional quality work through the new tools available.





“

*This Postgraduate Certificate in Interpersonal Communication Theory contains the most complete and up-to-date program on the market”*



## Module 1. Interpersonal Communication Theory

- 1.1. Nature of Communication and of Interpersonal Communication
  - 1.1.1. Introduction
  - 1.1.2. Nature of Communication
  - 1.1.3. Structural Elements of Communication Process
  - 1.1.4. Functions of Communication
  - 1.1.5. Definition of Communication and Basic Principles
- 1.2. Communication Theories
  - 1.2.1. Introduction
  - 1.2.2. Nature of Scientific Theories
  - 1.2.3. Objectives of the Theory
  - 1.2.4. Symbolic Interactionism Theory
  - 1.2.5. Cognitive Dissonance Theory
- 1.3. Communication in Groups
  - 1.3.1. Introduction
  - 1.3.2. Determining Factors of Group Communication
  - 1.3.3. Defense in Communicative Interaction
  - 1.3.4. Social Communication Networks
- 1.4. Verbal Communication
  - 1.4.1. Introduction
  - 1.4.2. Nature of Language
  - 1.4.3. Language: Basic Processes
  - 1.4.4. Message Clarity
  - 1.4.5. Speak Properly
  - 1.4.6. The Sports Chronicle
  - 1.4.7. Construction of Reality, Language and Communication
- 1.5. Non-Verbal Communication
  - 1.5.1. Introduction
  - 1.5.2. Body Movement
  - 1.5.3. Visual Contact
  - 1.5.4. Functions of Body Movements
  - 1.5.5. Influence of Culture on the Body Movement Expression
  - 1.5.6. Gender Differences in Body Movements
  - 1.5.7. Paralinguistic Elements
  - 1.5.8. Personal Style
  - 1.5.9. Non-Verbal Communication and the Environment
- 1.6. Mendacious Communication: Production and Detection of Lies
  - 1.6.1. Introduction
  - 1.6.2. Lying as an Object of Study within the Framework of Interpersonal Communication
  - 1.6.3. Underlying Processes in the Emission of a Lie.
  - 1.6.4. Non-Verbal Indicators of Lying
  - 1.6.5. Final Considerations on Lying and its Detection
- 1.7. Speaking in Public I
  - 1.7.1. Introduction
  - 1.7.2. Preparation Phase
    - 1.7.2.1. Choice of the Topic, Examination of the Audience and Specification of Objectives
    - 1.7.2.2. Gather Relevant Information on the Topic
- 1.8. Speaking in Public II
  - 1.8.1. Introduction
  - 1.8.2. Postulates of Communicative Action
  - 1.8.3. Non-Verbal Skills
  - 1.8.4. Paralinguistic skills
  - 1.8.5. Fear of Speaking in Public
    - 1.8.5.1. How to Control the Fear of Speaking in Public?

- 1.9. Interpersonal Influence
  - 1.9.1. Introduction
  - 1.9.2. The Principle of Contrast
  - 1.9.3. The Principle of Social Sanction
  - 1.9.4. The Principle of Sympathy
  - 1.9.5. The Principle of Reciprocity
  - 1.9.6. The Principle of Scarcity
  - 1.9.7. The Principle of Commitment and Coherence
- 1.10. Active Listening
  - 1.10.1. Introduction
  - 1.10.2. Listening Barriers
  - 1.10.3. Listening Process

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



04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*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.



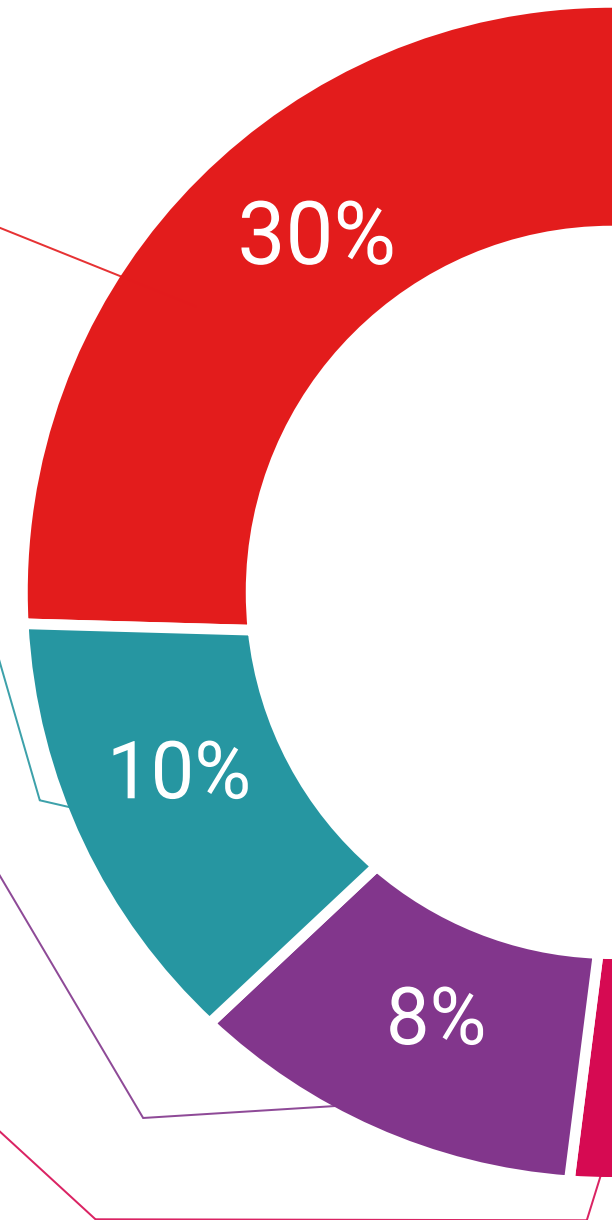
### Practising Skills and Abilities

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.

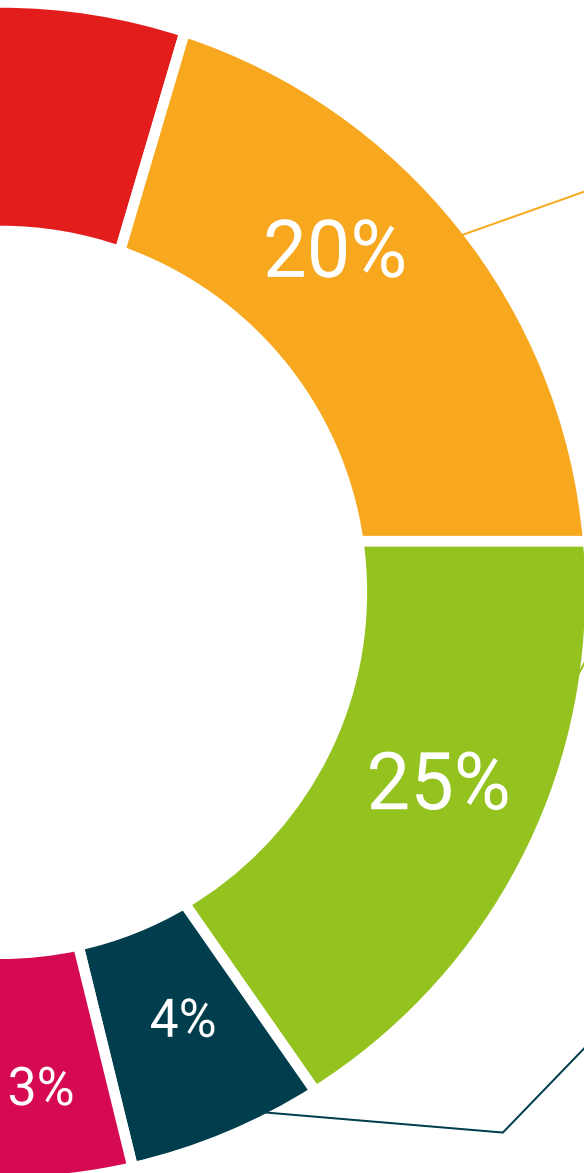


### Additional Reading

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

This Postgraduate Certificate in Interpersonal Communication Theory guarantees students, in addition to the most rigorous and up-to-date education, the access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Interpersonal Communication Theory** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Interpersonal Communication Theory**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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



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