

Postgraduate Certificate

Literature and Literary Creation





Postgraduate Certificate Literature and Literary Creation

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

Website: www.techtitute.com/in/journalism-communication/postgraduate-certificate/literature-literary-creation

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01

Introduction

Knowing the techniques of literary writing is fundamental as a work tool for all good journalists, since the correct use of written language should be the objective of all professionals in the field. The Literature and Literary Creation program is designed to specialize Journalism professionals in this field and to promote mastery, techniques and the most current 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 Literature and Literary Creation. 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 addresses literary genres, the process of creation and literary fiction, the history of this field or literature and journalism in the 1950s, for example.

This program is the most complete and addressed so that the professionals in the field of Journalism and Communication reach a higher level of performance, based on the fundamentals and the latest trends in Journalism. 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 Literature and Literary Creation** 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 Literature and Literary Creation
- ♦ 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 focus on innovative methodologies in the study of Literature and Literary Creation
- ♦ 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 and do it in a professional way*”

It includes in its teaching staff professionals belonging to the world of journalism, who pour into this specialization the experience of their work, in addition to recognized specialists from prestigious reference societies and universities.

Its multimedia content, developed with the latest educational technology, will enable the professionals to contextual and situated learning, i.e., a simulated environment that will provide immersive learning programmed to be prepared for 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 developed by renowned and experienced experts in the field of Literature and Literary Creation.

Don't miss the opportunity to increase your skills in Literature and Literary Creation.

Join our community of students and acquire the most advanced knowledge in your daily practice.



02

Objectives

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





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The Postgraduate Certificate in Literature and Literary Creation will allow you to develop your skills and competencies in the knowledge of this language”



General Objective

- ♦ Achieve the necessary knowledge to write and transmit information through different journalistic genres, using literary resources

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Enroll in the best Postgraduate Certificate in Literature and Literary Creation of the current university scenario”





Specific Objectives

- ♦ Distinguish the different literary genres and review journalistic genres related to literature
- ♦ Relate the main milestones and trends in the history of communication and their impact and influence on society
- ♦ Observe and identify literary resources in journalistic texts
- ♦ Learn about some of the literary trends and authors and literary journalism, as well as how to write short creative, analytical and critical texts
- ♦ Get to know the historical origins of journalistic genres



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.





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This Postgraduate Certificate in Literature and Literary Creation contains the most complete and up-to-date program on the market”

Module 1. Literature and Literary Creation

- 1.1. The Literary Genre
 - 1.1.1. Introduction
 - 1.1.2. Definition of Literary Genre
 - 1.1.2.1. Historical Definition of Literary Genres
 - 1.1.3. Delimitation of Literary Genres: Poetry, Narrative, Theater and Essay
 - 1.1.4. Choose the Genre
- 1.2. The Creative Process and Fiction: From the Initial Idea to the Narrative Text
 - 1.2.1. Introduction
 - 1.2.2. First Steps in the Creation Process
 - 1.2.3. From the Initial Idea to Fiction
 - 1.2.4. From Fiction to Narrative Text
 - 1.2.5. The Narrative Text as an Act of Communication
 - 1.2.6. How to Devise a Work of Fiction?
- 1.3. The Author and Literary Style
 - 1.3.1. Introduction
 - 1.3.2. The Writer versus the Author
 - 1.3.3. The Author's Literary Style
 - 1.3.4. Influence. Intertextuality
 - 1.3.5. How to Choose a Style
- 1.4. The Discourse Plan: The Narrator, the Narrative and the Structure
 - 1.4.1. Introduction
 - 1.4.2. The Narrator and Point of View
 - 1.4.3. The Author Versus the Narrator
 - 1.4.4. The Narrator
 - 1.4.5. Narrative Structure
 - 1.4.6. How to Build the Discourse
- 1.5. The Plot of the Story: Characters, Pace and Space
 - 1.5.1. Introduction
 - 1.5.2. The Character
 - 1.5.3. Character Voice. Enunciative Relationships
 - 1.5.4. Narrative Pace
 - 1.5.5. Narrative Space
 - 1.5.6. How to Create the Story



- 1.6. The 19th Century: The Realist and Naturalist Novel
 - 1.6.1. Introduction
 - 1.6.2. The 19th Century in Europe: A Brief Overview
 - 1.6.3. Culture in the 19th Century
 - 1.6.4. The Realist Novel in Europe (Mid-Century)
 - 1.6.5. Some Realistic Authors: Flaubert, Dostoevsky, and Tolstoy
 - 1.6.6. The Naturalist Novel (Last Third of the Century)
 - 1.6.5. The Naturalist Novel (Last Third of the Century)
- 1.7. The Narrative of M. Proust and F. Kafka in the First Decades of the 20th Century
 - 1.7.1. Introduction
 - 1.7.2. From the 19th to the 20th: The End of the Century Crisis
 - 1.7.3. Paris at the Turn of the Century: The Narrative of Marcel Proust (1871-1922)
 - 1.7.4. Prague at the Turn of the Century: The Narrative of Franz Kafka (1883-1924)
 - 1.7.5. Successful Advertising: Real Madrid Case Study
- 1.8. English Experimentalism: J. Joyce and V. Woolf. The 1960s to the 1970s
 - 1.8.1. Introduction
 - 1.8.2. The Renewal of English-Language Literature Since the Early 20th Century
 - 1.8.3. Virginia Woolf (1882-1941) and the Bloomsbury Group
 - 1.8.4. The Narrative of James Joyce (1882-1941)
- 1.9. Paris Before and After the War (Between the 1920s and 1940s). From the Lost Generation to Existentialism
 - 1.9.1. Introduction
 - 1.9.2. The Happy 20's in Paris: Gertrude Stein and the Lost Generation
 - 1.9.3. The 1930s: Towards Commitment in Literature
 - 1.9.4. The 40s: Existentialism
- 1.10. The 50s and 60s in the United States. Trends in Literature and Journalism: The Non-fiction Novel and New Journalism
 - 1.10.1. Introduction
 - 1.10.2. America after World War II: Literature and Journalism in the 1950s-60s
 - 1.10.3. The New Yorker School: John Hersey and his Reporting Novels
 - 1.10.4. The New Journalism of the 1960s

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.

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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.



05

Certificate

The Postgraduate Certificate in Literature and Literary Creation guarantees students, in addition to the most rigorous and up-to-date education, 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 Literature and Literary Creation** 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 Literature and Literary Creation**

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.



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