

Postgraduate Certificate New Communication Paradigm



Postgraduate Certificate New Communication Paradigm

- » 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/new-communication-paradigm

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

06

Certificate

p. 28

01

Introduction

The internet has revolutionized communication, giving users greater power to access information and make their opinions known. New models and formats have emerged to offer higher quality and immediacy in consumption, but also to enjoy more personalized content. This program arises in the midst of a whirlwind of proposals for the professional in the sector to have specialized knowledge that will open the doors to the new communication market, in which they will only be able to stand out if they are up to date in the use of new technologies and are capable of creating content that adapts to the needs of consumers.





“

Communication is becoming more and more interactive, so you need to know your audience in order to offer products that are truly successful”

Communication is in a constant process of change since the emergence of the internet. With new technologies and the periodic creation of new applications and tools that allow a more personalized consumption, it has been possible to have immediate access to high-quality content. This has caused users to be increasingly demanding in terms of the information they receive, giving a radical turn to the way of understanding communication.

Additionally, this has favored the emergence of a new business model, more focused on online production, directed to a specific target and with a long tail production. Netflix or the digital platforms of traditional television channels are clear examples of the new paradigm of communication, in which it is the users themselves who program their consumption a la carte. However, in order to be part of these new business models, it is vital to have the necessary specialization and specific skills for the management of new technologies.

To this end, TECH Technological University offers students the possibility of studying this very complete educational program, in which they will find the most relevant information to get a general idea of the particularities of the sector, and delve into all those concepts and strategies that are fundamental in today's communication processes.

A 100% online program with which the student will be able to develop the skills and abilities necessary to succeed in a booming industry that increasingly demands more professionals trained to adapt quickly to changes in the sector. Additionally, thanks to its digital format, the student will be able to study comfortably from anywhere in the world, only needing a computer or mobile device with an internet connection.

This **Postgraduate Certificate in New Communication Paradigm** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ The development of practical cases presented by experts in Communication
- ♦ Its graphic, schematic and eminently practical contents are designed to provide theoretical and practical information on those disciplines that are essential for professional practice
- ♦ New developments in current communication processes
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in the field of communication
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ 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



In a world over-saturated with information, it is necessary to offer high quality content adapted to the needs of users”

“

Thanks to new technologies, consumers have access to on-demand television where they can program their movies and series according to their tastes and interests”

Its teaching staff includes professionals from the field of communication, who bring to this program the experience of their work, 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 an immersive program designed to learn in real situations.

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

Communication has changed and you need to adapt quickly to its new formats. This program will be indispensable for you to achieve it.

Take the first step to become a 21st century communicator with the opportunity offered by this qualification.



02 Objectives

Journalism and communication professionals must constantly update their knowledge in order to adapt to changes and be more competitive in their daily practice. In order to achieve this higher specialization of the students, TECH Technological University offers them a very complete program, in which they will find clear examples of how the sector has evolved to become a broad catalog of business opportunities and options for the consumption of information, film or television, for example.





“

As a communication professional, you must adapt to the demands of the market. Study at TECH and develop the necessary skills to become an expert in the sector”



General Objectives

- Conceptual knowledge and understanding of Transmedia Storytelling and its relevance in different professional fields (advertising, marketing, journalism, entertainment)
- Acquire the fundamentals of transmedia creation, from narrative to production, dynamization in social communities and economic monetization

“

Communication processes between brands and users must be increasingly personalized. Therefore, as a content creator, you need to be aware of new trends and adapt to them”





Specific Objectives

- Place the entire syllabus in a changing sociological and media landscape, where technology and the fragmentation of the audiovisual offer open up enormous opportunities for business and professional development
- Know the new paradigms of communication from a strategic perspective, and be able to put into practice the most current techniques and strategies in this field

03

Course Management

New technologies have revolutionized the way we understand communication. For this reason, companies today are looking for professionals who are able to adapt to changes and use the latest techniques to reach a much more demanding public. With this premise in mind, TECH Technological University has selected the most prestigious teachers in this field to offer students all the specialized knowledge they need to become true experts in the field.





“

The teaching team of this Postgraduate Certificate will show you the keys to the new communication models”

International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMDA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apothetae and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.



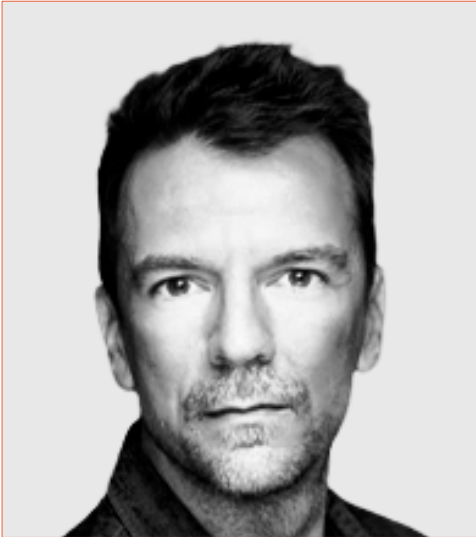
Dra. Romanska, Magda

- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

“

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

Management



Dr. Regueira, Javier

- VP and founder of the Spanish Association of Branded Content
- Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- Professor at Pontificia Comillas University, ESDEN, Esic, Inesdi, The Valley
- Former Marketing Executive at BDF Nivea and Imperial Tobacco
- Autor, blogger y TEDx Speaker
- Doctor in Branded Content
- Graduate in Economics and Business Administration European ICADE E4
- Master's Degree in Marketing



04

Structure and Content

The content of this TECH Technological University Postgraduate Certificate has been designed to offer the student a deep knowledge of the new paradigms of communication. Specifically, the syllabus ranges from media transformation to *Long Tail* business models, the participatory culture of users or on-demand television. A comprehensive curriculum that will be essential for improving the skills of today's journalists and communicators.

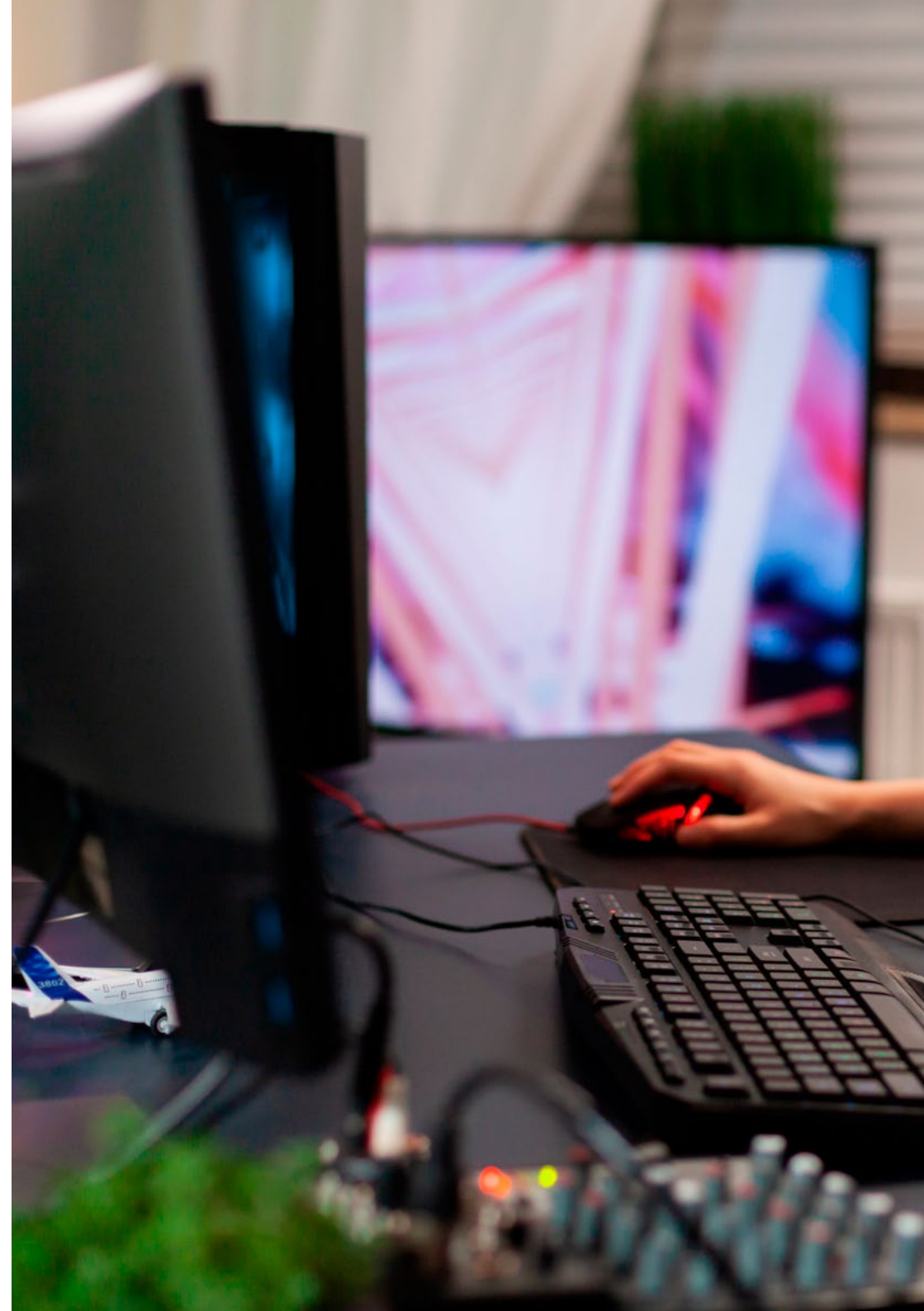


“

New technologies have favored access to information and, therefore, today's professionals must know the particularities of the sector in order to offer products that are in high demand”

Module 1. A New Communication Paradigm

- 1.1. Media Transformation and Audience Fragmentation
 - 1.1.1. The New Role of the Media
 - 1.1.2. The Citizen Facing the Digital Revolution
 - 1.1.3. Consumption and Infocitation
- 1.2. Media Convergence
 - 1.2.1. Technological Convergence
 - 1.2.2. Socio-Cultural Convergence
 - 1.2.3. Corporate Convergence
- 1.3. Internet 2.0: From Monologue to Dialogue
 - 1.3.1. The Fragmentation Process
 - 1.3.2. The Effect of Technology
 - 1.3.3. The Questioning of Traditional Media
- 1.4. Long Tail
 - 1.4.1. Long Tail Business Models
 - 1.4.2. Elements of a Long Tail Model
- 1.5. The New Prosumer
 - 1.5.1. The Third Wave
 - 1.5.2. Spectators vs. Influencers
- 1.6. Internet 2.0
 - 1.6.1. Penetration and Usage Data
 - 1.6.2. From Monologue to Dialogue
 - 1.6.3. The Internet of Things





- 1.7. Participatory Culture
 - 1.7.1. Features
 - 1.7.2. Internet and Public Opinion
 - 1.7.3. Co-Creation
- 1.8. The Ephemeral Attention
 - 1.8.1. Multimediality
 - 1.8.2. Multi-Tasking
 - 1.8.3. The Collapse of Care
- 1.9. Hardware: From the Black Box to the Hyperconnected Home
 - 1.9.1. The Black Box
 - 1.9.2. New Devices
 - 1.9.3. Breaking Down the Digital Divide
- 1.10. Towards a New Television
 - 1.10.1. Premises of the New TV
 - 1.10.2. Self-Programming
 - 1.10.3. Social Television

“

The new digital platforms offer viewers the possibility of self-programming their consumption”

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.



“

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

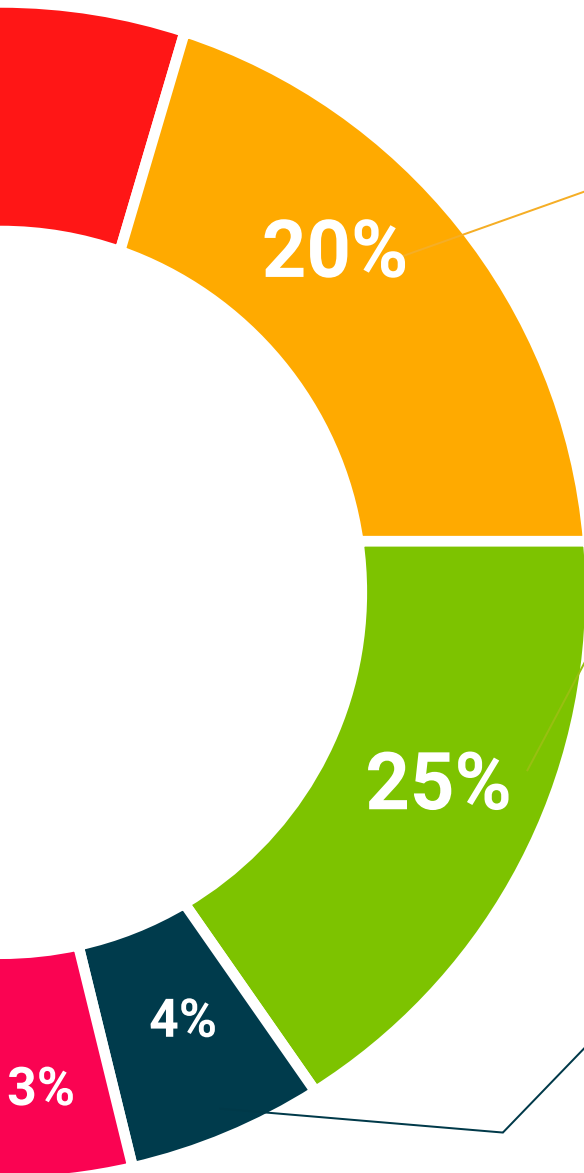
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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



“

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

This **Postgraduate Certificate in New Communication Paradigm** 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 New Communication Paradigm**

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.



Postgraduate Certificate New Communication Paradigm

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

Postgraduate Certificate

New Communication Paradigm

