Postgraduate Certificate

Photojournalism: Social Networks and Verification

tech. technological university

Postgraduate Certificate

Photojournalism: Social Networks and Verification

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official Nº of hours: **150 h.**

Website: www.techtitute.com/in/journalism-communication/postgraduate-certificate/photojournalism-social-networks-verification

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01

Introduction

Nowadays, social networks have become the platform with the greatest impact and immediacy of information. In order to understand them, take advantage of their potential and work safely with them, we offer you in this program, a complete tour through the different expressions of informative images that move through social networks, also studying the shocking phenomenon of citizen journalism as a new genre.

A totally necessary program for today's photojournalism, which will lead you to the most complete understanding and ability in social networks from an informative point of view"

This program will take a journey from the beginnings of images on the Web to the present day. To this end, we will study the different expressions of informative images that have appeared on the network, including citizen journalism as a new genre with important implications in the perception of the audience, the use that some media make of photojournalism in social networks, and also how prominent photojournalists use their accounts in social networks.

TECH will also review the main platforms for publishing photographs today by the general public and by professionals, and their advantages and disadvantages will be discussed. Both general social networks and those specific to photographic material will be analyzed. And in order to complete the panorama of networks and applications, we will see some auxiliary tools that will optimize the photographer's work.

In addition, we will see the possibilities offered at present by the network to market the photographs through platforms, which are many and varied, although there is always the option of marketing them ourselves, of which we will also see some examples. In relation to this, it is interesting to delve into the different modes of expression of image galleries, so the characteristics of the portfolio, image galleries and the photo-essay will be addressed. No less important is to know the most relevant photographic events in which to participate, including some specialized in smartphone photography.

Finally, and to end, it is necessary to address content verification insofar as images have acquired great prominence in the phenomenon of Fake News, both for their decontextualized use and for the manipulation to which, on too many occasions, they are subjected.

This **Postgraduate Certificate in Photojournalism: Social Media and Verification** contains the most complete and up-to-date program on the market. Its most notable features are:

- The latest technology in online teaching software
- A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- Practical cases presented by practising experts
- State-of-the-art interactive video systems
- Teaching supported by telepractice
- Continuous updating and recycling systems
- Autonomous learning: full compatibility with other occupations
- Practical exercises for self-evaluation and learning verification
- Support groups and educational synergies: questions to the expert, debate and knowledge forums
- Communication with the teacher and individual reflection work
- Availability of content from any device, fixed or portable, with Internet connection
- Supplementary documentation databases are permanently available, even after the course

A broad and contextualized view of the current situation of the journalistic image in social networks"

"
Get to know what it consists of and how it has affected the profession the irruption of citizen journalism in the information flows, especially in photojournalism"

A review of the most important networks for the marketing and distribution of images, with a complete review of their advantages and disadvantages.

A complete study that will allow you to make unstoppable progress in your work capacity.

The program's team has extensive experience in teaching at university level, both in undergraduate and graduate programs, and extensive experience as working professionals, which allows them to know, first hand, the profound transformation that this sector is undergoing, with the incorporation of new models of spectator or receiver of messages, control of networks, etc. Their direct experience, their knowledge, as well as the analytical capacity of the faculty are the best source to grasp the keys to the present and the future of a vocational and exciting profession for those who love sports and communication.

The program's own methodology, in an online format, allows breaking down the barriers imposed by work obligations and the difficult reconciliation with personal life.

All this instructive compendium makes this program a specialization that compiles all the aspects that are relevant and essential to turn the professional into a true expert in this profession.

Objectives

The objective of this Postgraduate Certificate in Photojournalism: Social Networks and Verification is for students to finish the specialization being able to apply everything they have learned, through a high-intensity development of knowledge and skills. With the confidence and maximum quality of a high-impact program.

Achieve your qualification objective quickly and efficiently with the quality of a program designed to provide you with the necessary skills and maximum competitiveness"

General Objectives

• Determine the importance of the impact of the Internet on photojournalism

• Analyze the use that media and professionals make of the net

• Discern the various possibilities that the Web offers to photojournalists

Take advantage of the opportunity and acquire the tools to enhance your knowledge in this field"

Specific Objectives

- Examine how the image has entered the Web
- Determine the importance of citizen photojournalism in today's news landscape
- Analyze the use of images by international media in their social media strategies
- Establish the advantages and disadvantages of publishing images in generalist networks
- Develop the advantages and disadvantages of using specific networks for images
- Address how to publish, distribute and even market the photographs
- Understand the use of images in *Fake news*

03

Course Management

Through their vast experience in teaching, our teachers include in their capacity the effective transmission of knowledge, with teaching systems that will optimize your efforts including, in addition, their personal experience in photojournalism in the media. A compendium of skills that make up a teaching staff of the highest quality, for an exceptional program.

"

We offer you the opportunity to learn directly from the best professionals in photojournalism, experts in communication and use of networks. An opportunity you can't miss"

Management

Mr. Jon Sedano

- Degree in Journalism (2017)
- Master´s Degree in Research and new audiences (2018)
- Autumn Doctoral School in Communication held at the University of Málaga (2019)
- Doctoral Summer School at the University of Alicante 2019
- Doctoral Summer School at the University of Navarra 2018
- Photojournalism Teacher at the University of Malaga
- Teacher of the workshop "Fotoperiodismo" (photojournalism): Ethics in the face of biological risk and health emergencies" at the XIV International Conference of the University of Malaga on Security, Emergencies and Catastrophes
- Teacher of the workshop "Fotoperiodismo" (photojournalism): Ethics in the face of desolation" at the 14th International Conference of the University of Malaga on
- Security, Emergencies and Disasters
- Professor of the workshop "Verification in the Digital Era: Hoax, fake news and disinformation" at the University of Malaga
- Professor of the workshop "Communication and micro-narratives through Instagram" at the University of Malaga
- Production of audiovisual educational guides: narrative, technical and legal planning
- Multimedia correspondent at Diario SUR
- Freelance at El País
- Director of the specialized media La Casa de EL
- Collaborator in Radio 4G
- Contributor to Radio Pizarra
- Article writer at ECC Ediciones
- Article writer at Dolmen magazine

Professors

Dr. Sonia Blanco

- PhD in Audiovisual Communication at the University of Malaga
- Degree in Journalism from the University of Malaga. 2001
- Associate Professor at the Department of Audiovisual Communication and
- Advertising of the University of Málaga
- She regularly gives lectures and courses on social networks and their application to the media, such as the Scripps Howard Seminar on journalism ethics organized by the International Center for Journalists (ICFJ))
- She has taught and lectured as a guest lecturer at various universities such as University College Dublin (UCD, Dublin, Ireland), Konkuk University (Seoul, South Korea), Monteávila University (Caracas, Venezuela) and the University of Antioquia (Medellín, Colombia), as well as various training courses in digital skills, for leading journalistic companies such as Cadena Capriles in Caracas, Venezuela
- Professional training courses and workshops for journalists on the use of social networks in the professional environment
- Collaborator in traditional written media, radio and television (Hoy en Día on Canal Sur, Llegó la hora on 101 TV and Málaga a Examen on Canal Málaga)

Learn, from the best professionals in the industry, the latest developments in Photojournalism and become a sought-after professional"

04

Structure and Content

Throughout these weeks, we will take the student through a comprehensive and well-structured program that will make you competent and confident in your work as a photojournalist in the social media environment. A complete review that will motivate you in a stimulating and intensive way to the highest level in your learning.

Constant and stimulating learning that will allow you to advance steadily, comfortably and efficiently"

A unique, key and decisive program to boost your professional development"

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.

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.

The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%
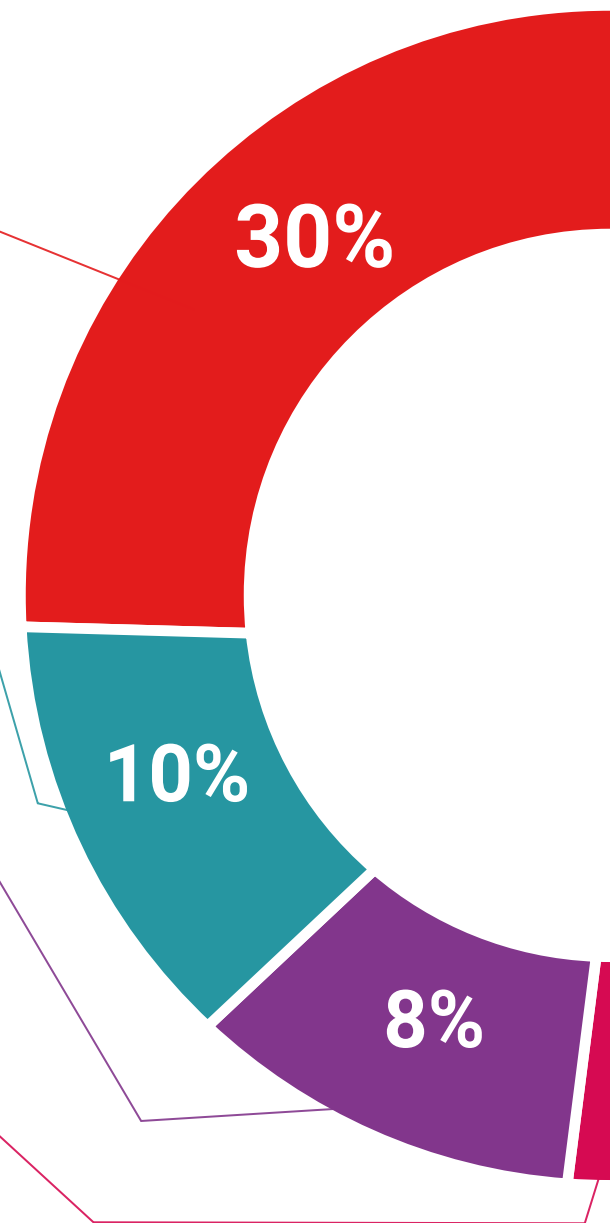
Case Studies

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

This Postgraduate Certificate in Photojournalism: Social Networks and Verification guarantees you, in addition to the most rigorous and up-to-date training, access to a Postgraduate Certificate issued by TECH Technological University.

Successfully complete this program and receive your university degree without travel or laborious paperwork"

This **Postgraduate Certificate in Photojournalism: Social Media and Verification** 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 Photojournalism: Social Networks and Verification**

Official Nº of hours: **150 h.**

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Photojournalism: Social Networks and Verification

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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Postgraduate Certificate
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