

Postgraduate Certificate Specialization in Sports Photojournalism

Endorsed by the NBA



tech technological
university



Postgraduate Certificate

Specialization in Sports

Photojournalism

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/specialization-sports-photojournalism

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01

Introduction

In photojournalism, specialization is the answer to efficiency. In the sports field, this specialization will be decisive to be able to capture and reflect not only what happens during the sporting event but also everything that surrounds it, the processes and the environment before, during and after the event. It is not for nothing that sport, especially mass sport, has an enormous influence on many economic and social areas and factors. This program will enable you to work with the knowledge of all the factors that an impact image must contain, achieving a quality work that any publication would like to publish.





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A Postgraduate Certificate in Specialization in Sports Photojournalism configured as a highly useful tool for the professional, which will allow you to learn how to manage all the factors that determine the impact and quality of the images in this field"

Sports photojournalism, or the journalistic image in sports, has been and is a determining factor in assessing the state of sports journalism. Traditionally, the role of the sports journalist has been relegated to a discredited and devalued position, especially by their own colleagues, who have commonly referred to the sports newsroom as the 'Toy Department'.

The same happens in the academic field with studies related to communication and sport. For this reason, and choosing the figure of the sports photojournalist as one of the most forgotten in this same sector, this module focuses on discovering and valuing the photojournalistic work around sports. The student will experience a historical journey through the most iconic images that represent the most transcendental sports events and figures.

The value of a good sports image in a given context can transcend to other journalistic fields such as politics, economics and social issues. In this line, it is essential to recognize the differences between a photojournalist in charge of a single sporting discipline, capable of understanding the development of the game and empathizing with the athlete at key moments, and those who work in different sporting practices. This specialization will be decisive to be able to capture and reflect not only what happens during the sporting event but also what frames it, such as the moments prior to the start, the reactions reflected in the fans and the different protagonists during its course or the emotions that arise after the end of the event.

Finally, it is also important to bear in mind that the power of the sports image serves to break with traditional models or, conversely, to maintain an increasingly outdated discourse. In an era based on spectacularization and where, thanks to social networks and the different new digital platforms, images increase their value as news and descriptive material. Therefore, understanding the role of women represented through the journalistic image in the different sports media is fundamental in order to, with hindsight, advance towards an equitable and ethical treatment, capable of abandoning sexualization or success as exceptional motives for the representation of women in sports.

This **Postgraduate Certificate in Specialization in Sports Photojournalism** contains the most complete and up-to-date educational 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
- ♦ Complementary documentation banks permanently available, even after the course



With specific and broad learning about the specific language of sports photojournalism"

“

Learn how the development process of this type of information has been of total relevance in sports journalism, until it has become one of the most followed and valued by a wide audience”

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 Postgraduate Certificate own methodology, in online format, allows breaking the barriers imposed by work obligations and the difficult reconciliation with personal life.

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

Learn the basic equipment needed, as well as the complementary tools necessary for the development of sports photojournalism.

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



02

Objectives

This Postgraduate Certificate aims to provide professionals with the necessary skills to work in the specific area of sports photojournalism, taking them through a complete process of acquiring theoretical and practical knowledge. A challenge achieved through the pursuit of excellence with which we develop all phases of the program.



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A practice-focused Postgraduate Certificate that will allow you to learn efficiently and apply what you have learned safely in your work"



General objectives

- ♦ Analyze the figure and functions of the sports photojournalist
- ♦ Establish an appropriate methodology for working in different sports events
- ♦ Identify the value of the work of sports photography in recent history
- ♦ Generate specialized knowledge about the importance of photography on the front pages of sports media



Learn how to achieve iconic sports photographs that represent and define the events they capture with efficiency and professionalism"





Specific objectives

- ♦ Analyze iconic photographs in the world of sports
- ♦ Study historical and current references in sports photojournalism
- ♦ Recognize the particularities of different sports disciplines
- ♦ Explore the language of sports through images
- ♦ Reflect on the treatment of diversity in sports through the image
- ♦ Determine the importance of the image in the celebration of the Olympic Games
- ♦ Investigate the role of women in sport

03

Course Management

Our teachers combine their personal experience in Sports Photojournalism in the media, with experience as teachers at different levels and areas related to photojournalism. A compendium of skills that make up a teaching staff of the highest quality, for an exceptional program.





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Professional experts in Sports Photojournalism who, in addition, have vast experience as teachers will be in charge of giving you the necessary knowledge to advance in your profession"

Management



Mr. Sedano, Jon

- ♦ 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 Catastrophes
- ♦ 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

Mr. Puertas Graell, David

- ♦ Degree in Journalism from the University of Malaga 2013
- ♦ Member of Digilab: Media, Strategy and Regulation (URL), recognized as a consolidated Research Group by Generalitat de Catalunya (2016 - 2020)
- ♦ PhD student and research fellow at the Faculty of Communication and International Relations Blanquerna - Ramon Llull University (10/2016 -).
- ♦ Doctoral stay at the University of Aarhus (Denmark) (2019)
- ♦ Master in Journalistic Communication Research, University of Malaga (2014 - 2015)
- ♦ Community Manager Professional Communication and Media Studies, DEUSTO (12 - 13)
- ♦ Degree in Journalism, University of Malaga (2009 - 2013).
- ♦ Participation as a lecturer in the Winter School 2021 of the Faculty of Communication and International Relations, Blanquerna. Ramón Llull University (January, 2021)
- ♦ Participation as professor in the Master's Degree in Political and Social Communication, Blanquerna. Ramon Llull University. (February, 2020) Coordinated by Elena Yeste
- ♦ Participation as a lecturer in the Winter School 2020 of the Faculty of Communication and International Relations, Blanquerna. Ramón Llull University (January, 2020)
- ♦ Copywriter at Delena Formación (10/2014 - 10/2015)
- ♦ Content editor at Media Esfera Comunicacion y Marketing Digital (04/2015 - 09/2015)
- ♦ Editor-in-Chief at tiropuerta.com (09/2013 - 09/2014)
- ♦ Assistant editor of viral content at Columna Zero (09/2013 - 09/2014)
- ♦ Production member of the documentary film 'La Memoria Encontrada' with the participation of the University of Málaga and Filmoteca de Andalucía. (10/2012 - 06/2013)
- ♦ Editor in Granada Hoy (Grupo Joly) (08/2012 - 10/2012)

04

Structure and Content

This complete Postgraduate Certificate will allow you to learn all the techniques of photojournalism and will lead you to the highest standards of quality and success in your work. A complete review that will motivate you in a stimulating and intensive way to the highest level in your learning.





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A Postgraduate Certificate that will propel you to the highest professional capacity, turning theory into practical knowledge through constant and stimulating learning”

Module 1. Specialization in Sports Photojournalism

- 1.1. The Figure of the Sports Photojournalist
 - 1.1.1. Introduction
 - 1.1.2. Functions and Sources of Sports Photography
 - 1.1.3. The Language of Sports through Images
- 1.2. Photographic Team
 - 1.2.1. Cameras and Required Characteristics
 - 1.2.2. Supplementary Materials
 - 1.2.3. Selection and Editing
- 1.3. Positioning of the Photographer on the Playing Fields
 - 1.3.1. Placement and the Importance of the Type of Lens Used
 - 1.3.2. Soccer
 - 1.3.3. Basketball
 - 1.3.4. Cycling
 - 1.3.5. Others
- 1.4. Current References
 - 1.4.1. Foreign Sports Photojournalists
- 1.5. Photographic Awards
 - 1.5.1. World Press Photo
 - 1.5.2. Sony World Photography Awards
 - 1.5.3. Others
- 1.6. Analysis of Iconic Photographs
 - 1.6.1. Selection and Study of Photographs Recognizable by their Impact I
 - 1.6.2. Selection and Study of Photographs Recognizable by their Impact II
 - 1.6.3. Historical Publications
 - 1.6.3.1. Sports Illustrated
 - 1.6.3.2. El Gráfico
 - 1.6.3.3. Don Balón
 - 1.6.3.4. Others





- 1.7. The Power of Image in the Olympic Games: Barcelona' 92
 - 1.7.1. The City of Barcelona: Photograph of a Metamorphosis
 - 1.7.2. The Olympic Work
 - 1.7.3. The Symbolic Legacy
- 1.8. Treatment of Diversity I
 - 1.8.1. Racism
 - 1.8.2. Gender
 - 1.8.3. The Invisible Role of Women on Sports Covers
- 1.9. Treatment of Diversity II
 - 1.9.1. Monitoring the Frontiers of Sexuality
 - 1.9.2. Case Study: Caster Semenya
 - 1.9.3. Other Similar Cases



A truly exceptional Postgraduate Certificate which will boost your competitiveness in the job market"

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.

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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.



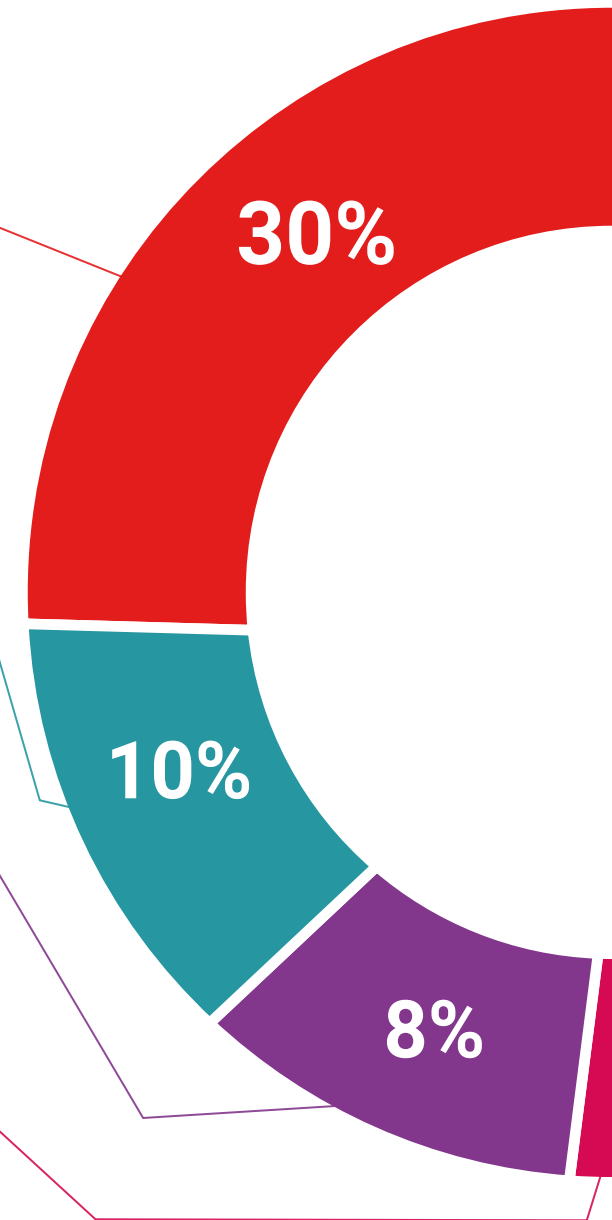
Practising Skills and Abilities

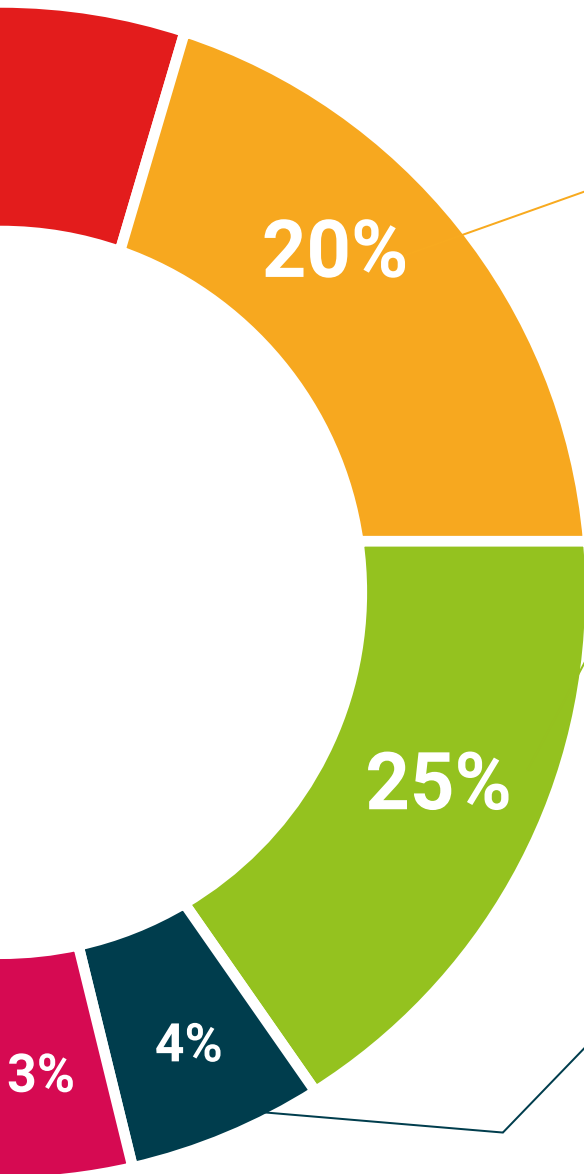
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



06

Certificate

The Postgraduate Certificate in Specialization in Sports Photojournalism guarantees students, in addition to the most rigorous and updated education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Specialization in Sports Photojournalism** 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 diploma 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 Specialization in Sports Photojournalism**

Official N° of hours: **150 h.**

Endorsed by the NBA



*Apostille Convention. In the event that the student wishes to have their paper diploma 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 quality
online training
development languages
virtual classroom



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