

# Postgraduate Certificate Theory of Journalism





## Postgraduate Certificate Theory of Journalism

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

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

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 16*

05

Certificate

---

*p. 24*

01

# Introduction

Journalism requires professionals who are capable of understanding the involvement of their profession in political and social life. This program of Theory of Journalism is designed to specialize Journalism professionals in this field and to promote mastery, techniques and the most current trends. Thus, the keys are given to know how it is the work in the editorial office of a newspaper.





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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 Theory of Journalism. 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 the different types of newspapers, the main journalistic tools and skills, how a newspaper is distributed or the characteristics of journalism in politics and society, among other topics.

This program is the most complete and directed for the professional in the field of Journalism to reach a high level of performance, based on the fundamentals and the latest trends in the media. 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 Theory of Journalism** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Development of practical cases presented by experts in Journalism 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 self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies for teaching Journalism Theory
- ♦ 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



*This program will allow you to improve your skills and become a successful Journalist”*

“

*This Postgraduate Certificate is the perfect way to complement your knowledge in journalism”*

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 immersive learning programmed to prepare in real situations.

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

*Don't miss the opportunity to increase your skills in Theory of Journalism.*

*Join our community of students and acquire the most advanced knowledge in your career.*



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 Theory of Journalism will allow you increase your skills in this field”*



### General Objective

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

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*Develop your skills to become  
a versatile journalist at the  
forefront of the the latest trends”*





## Specific Objectives

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- ♦ Master the journalistic tradition from its origins to the present day, focusing on the main media, journalists and important news coverage
- ♦ Analyze the types of newspapers that exist and their contents
- ♦ Documenting news processes and handling new technologies related to the treatment of documents
- ♦ Know the main journalistic tools and their selection criteria
- ♦ Express and act on public opinion, using all the methods, languages and technological supports available to journalism today (press, radio, television and networks)
- ♦ Know and analyze the elements of the newspaper

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 area of knowledge, to perform professional quality work through the new tools available.

## **La semana política**

### **Las elecciones senatoriales y sus consecuencias**

Los vaticinios que se habían hecho sobre el resultado de las elecciones del domingo, no sólo se han cumplido, sino que han superado a los cálculos más pesimistas.

El Gobierno ha sido derrotado otra vez de una manera pocas veces vista. Contando como adictos al Gobierno los senadores electos amigos del Sr. Maura y del Sr. La Cierva, estos son algo más

do para el honor a don , anunciado en el de este semanario, de verdadera importancia el gran número de suscripciones recibidas, tanto para asistir al banquete, como para contribuir al regalo de las insignias.

SEMANAL

# ERESES DE LA REGIÓN

Junio de 1919

Precios de suscripción:

1'50 pesetas trimestre

Anuncios y

en soluciones extremas, que no conducirían más que a agravar la actual situación; y el patriotismo impone la necesidad de adoptar la más adecuada a las circunstancias, que es la unión sincera y leal de ministeriales y consejeros, o en todo caso una alianza entre unos y otros en asuntos o cuestiones de que existe comunidad de intereses.

Con esta unión se logrará la mayoría que no existe. El Gobierno debe ser eficaz.

“

*We have the most complete and up-to-date program on the market. We strive for excellence and for you to achieve it too"*

ejemplo más  
tos de t  
mo

## Module 1. Theory of Journalism

- 1.1. Definition and types of Newspapers
  - 1.1.1. Introduction: Te Study of Communication as a Social Science
  - 1.1.2. Key Concepts: Communication, Information and Journalism.
  - 1.1.3. The Media and its Relationship with the Community
  - 1.1.4. Newspapers and Their Relationship with Other Media
  - 1.1.5. Definition and Characteristics of the Journal
    - 1.1.5.1. History
    - 1.1.5.2. Themes
    - 1.1.5.3. Selling Price
    - 1.1.5.4. Format
  - 1.1.6. The Contents of the Journal
    - 1.1.6.1. Sections
- 1.2. Main Journalistic Tools
  - 1.2.1. Introduction
  - 1.2.2. Main Journalistic Tools
  - 1.2.3. Selection Criteria
    - 1.2.3.1. What are they?
    - 1.2.3.2. Classification
    - 1.2.3.3. Relationship With the Present Time
- 1.3. Elements of the Newspaper
  - 1.3.1. Introduction
  - 1.3.2. Elements of the Newspaper
  - 1.3.3. Different Elements
- 1.4. Journalists and Their Journalistic Skills or Abilities
  - 1.4.1. Introduction
  - 1.4.2. Journalists and Their Journalistic Skills or Abilities
  - 1.4.3. Debate on the Journalistic Profession
  - 1.4.4. Attitudes
    - 1.4.4.1. Practical Attitudes
    - 1.4.4.2. Intellectual and Moral Attitudes
- 1.5. The Organization of a Newspaper
  - 1.5.1. Introduction
  - 1.5.2. Two Structures in One: The Company and the Newsroom
  - 1.5.3. Editorial Principles
  - 1.5.4. Editorial Statutes
    - 1.5.4.1. Editorial Roles
  - 1.5.5. Epilogue: From the Digital Version to the Digital Edition
- 1.6. Journalistic Work
  - 1.6.1. Introduction
  - 1.6.2. Journalistic Work
  - 1.6.3. What is a Newsroom and How is it Organized?
  - 1.6.4. On a Daily Basis
  - 1.6.5. Long-Term Planning
  - 1.6.6. Individual and Collective Work
    - 1.6.6.1. Individual Work
    - 1.6.6.2. Collective Work
    - 1.6.6.3. Style Books
- 1.7. Journalistic Ethics
  - 1.7.1. Introduction
  - 1.7.2. Origin and Historical Evolution
    - 1.7.2.1. The Hutchins Report
    - 1.7.2.2. The McBride Report
  - 1.7.3. A Way to Regulate the Profession
  - 1.7.4. Functions of Self-Regulation
  - 1.7.5. Codes of Ethics
- 1.8. Types of Journalism
  - 1.8.1. Introduction
  - 1.8.2. Investigative Journalism
    - 1.8.2.1. Qualities of The Investigative Journalist
    - 1.8.2.2. Williams Scheme
    - 1.8.2.3. Research-Innovation Techniques



- 1.8.3. Precision Journalism
  - 1.8.3.1. Specializations of Precision Journalism
- 1.8.4. Service Journalism
  - 1.8.4.1. Thematic Features
- 1.8.5. Journalistic Specialization
- 1.8.6. Development of Specialized Information
- 1.9. Journalism and Rhetoric
  - 1.9.1. Introduction
  - 1.9.2. Information-Opinion Separation
  - 1.9.3. Theories of Journalistic Genres
  - 1.9.4. Contributions of Rhetoric
  - 1.9.5. The Elocutio or Elocution
- 1.10. Journalism as a Political Actor
  - 1.10.1. Introduction
  - 1.10.2. The Newspaper According to Theoreticians
  - 1.10.3. The Newspaper, Actor of Conflict
    - 1.10.3.1. The Newspaper as Communication
    - 1.10.3.2. The Newspaper at the Extra, Inter and Intra levels
  - 1.10.4. The Newspaper as Peacemaker
    - 1.10.4.1. Alarm Mechanism
    - 1.10.4.2. Creator of Atmospheres, Mobilizer for Peace
  - 1.10.5. The Newspaper as a Complex Problem-Creation and Problem-Solving System
  - 1.10.6. The Newspaper as a Missionary Institution
  - 1.10.7. The Newspaper as the Apex of a Triangle of Love-Hate Relationships
  - 1.10.8. The Newspaper as a Narrator and Participant in Conflicts
- 1.11. Journalism as a Social Actor
  - 1.11.1. Introduction
  - 1.11.2. The Newspaper as Interpreter and Mediator
  - 1.11.3. The Newspaper as a Member of the Political System and as a Parapolitical System
  - 1.11.4. The Newspaper as Informer and Pseudo-Political Communicator
  - 1.11.5. The Newspaper as an Addressee of the Communication Policies of Other Social Actors

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

The Postgraduate Certificate in Theory of Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





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

This program will allow you to obtain your **Postgraduate Certificate in Theory of Journalism** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Theory of Journalism**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University 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 languages  
virtual classroom



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