

# Postgraduate Certificate

TV, Program and Fiction  
Scriptwriting



## Postgraduate Certificate

### TV, Program and Fiction Scriptwriting

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

Website: [www.techtute.com/pk/journalism-communication/postgraduate-certificate/tv-program-fiction-scriptwriting](http://www.techtute.com/pk/journalism-communication/postgraduate-certificate/tv-program-fiction-scriptwriting)

# 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

The script is the first step in the materialization of any audiovisual project. Each type and genre has its different conditions when it comes to creating them and its own styles and forms of development. This program will take you through a complete review of films made in America, Latin America, Asia, and Africa in the highest quality learning; the signature of all TECH programs.





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*An exciting and comprehensive  
analysis of cinema in America,  
Latin America, Asia and Africa”*

Each genre within the field of audiovisuals handles its own communicative keys. From the creation of the theoretical basis that will mark its most solid structure to the type of language, the texture of the participants and all other aspects, each type requires a complete control of the different ways of working

In this program, we will take you through the ways of working in the area of scriptwriting in television programs of different genres and pieces



*A theoretical and practical learning  
that will prepare you in the area of  
TV scripting in programs and fiction"*

This **Postgraduate Certificate in TV, Program and Fiction Scriptwriting** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ 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 practicing experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by tele-practice
- ♦ 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
- ♦ Content that is accessible from any fixed or portable device with an internet connection
- ♦ Supplementary documentation databases are permanently available, even after the program

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*Theory alone is insufficient:  
We provide you with the most  
practical and competent expertise”*

Our teaching staff is made up of working professionals. In this way we ensure that we deliver the educational update we are aiming for. A multidisciplinary team of professors trained and experienced in different environments, who will develop the theoretical knowledge in an efficient manner, but, above all, will put the practical knowledge derived from their own experience at the service of the program: one of the differential qualities of this course

This mastery of the subject is complemented by the effectiveness of the methodological design of this Postgraduate Certificate. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. This way, you will be able to study with a range of comfortable and versatile multimedia tools that will give you the operability you need in your learning.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To achieve this remotely, we will use tele-practice: With the help of an innovative interactive video system, and learning from an expert, you will be able to acquire the knowledge as if you were actually dealing with the scenario you are learning about. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

*A contextualized and real learning  
that allows you to put your  
knowledge into practice through  
new skills and competences.*

*A high quality program that  
will give you practical and real  
learning that allows you to  
advance gradually and safely.*



02

# Objectives

The objectives we propose in each of our educational programs are focused on achieving a global impulse to the development of our students, not only in the academic field, in which we set the highest quality standards, but also in the personal field. To this end, we offer you a stimulating and flexible development that allows you to achieve the satisfaction of completing your goals effectively.







TECHNICAL

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*Learn in an efficient and stimulating way and achieve your professional goals with the quality of a high-impact program”*



### General Objective

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- ◆ Learn the characteristics of TV, Program, and Fiction scripts

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*Grow as a professional  
with the boost of  
world-class education”*





## Specific Objectives

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- ◆ Understand the creative and industrial process in the development of a fiction script for television
- ◆ Identify the different genres of television programs in order to determine the scripting techniques they require
- ◆ Know the different tools available to a television scriptwriter
- ◆ Learn how a television program format is related to its writing techniques
- ◆ Understand the basics of the dynamics of a television program format
- ◆ Gain an overview of international franchises of TV program formats
- ◆ Use a critical point of view when analyzing the various genres and formats of television programs based on their scripts
- ◆ Know the ways to present a draft script for a TV series

ENWRITING

03

# Structure and Content

The syllabus of the Postgraduate Certificate is set as a complete tour through each and every one of the elements required to understand and assume the ways of working in this field. With an approach focused on practical application that will help you grow as a professional from the very first moment.





“

*A comprehensive syllabus focused on acquiring knowledge and converting it into real skills, created to propel you to excellence"*

## Module 1. Television Scriptwriting: Programs and Fiction

- 1.1. Dramatic Writing for Audiovisual Media
  - 1.1.1. Basic Elements of Dramatic Writing (Basic Notions of Audiovisual Narrative): Character, Action, Synopsis, Conflict, Dialogue, Point of View and Identification, Dramatic Mechanisms, Narrative Logics
- 1.2. The TV Fiction Script
  - 1.2.1. The constraints of plotting and writing for television: Plot Constraints and Writing for Television: Film Screenwriting and Television Screenwriting, Needs of Fiction Writing for Television, Differences between Television Writing Models, Production Writing Constraints: "Sudoku"
  - 1.2.2. The Play-List: a Working Tool
  - 1.2.3. Television Fiction Formats
  - 1.2.3. The Creation of TV Series
  - 1.2.4. The Starting Point: Concept Development
  - 1.2.5. The Foundations of the Project: the Bible
  - 1.2.6. Structure
  - 1.2.7. Development of Storylines: Plots and Plot Maps
  - 1.2.8. Character Construction and the Characterization Process
  - 1.2.9. The Dialogues
  - 1.2.10. Scale
  - 1.2.11. Rewriting: Polishing the Structure of the Storyboard and Dialogues
  - 1.2.12. Organization of Script Teams: the Daily Series, the Procedural, the Prime Time Serial
  - 1.2.13. Pilot Chapter
  - 1.2.14. Project Presentation: Pitching
  - 1.2.15. Sales Dossier
  - 1.2.16. Case Studies: Scriptwriting in Cuéntame Cómo Pasó (TVE)
- 1.3. The Scripting of Entertainment Programs: An Introduction
  - 1.3.1. General and Historical Overview of the Current Situation of Television Shows
  - 1.3.2. How to Create a TV Program
  - 1.3.3. Contests and Their Elements
  - 1.3.4. Magazines: Rhythm and Structure



- 1.4. Comedy Programs I
  - 1.4.1. Humor: Sketches and Political Correctness on TV
  - 1.4.2. Funny Programs
  - 1.4.3. Hidden Camera Programs
  - 1.4.4. Video Programs (Subtypes)
  - 1.4.5. The TV Monologue
  - 1.4.6. Crowd-pleasers
- 1.5. Comedy Programs II
  - 1.5.1. Daily Shows and Late Night Shows
  - 1.5.2. The Script and Humor of Current News: The Infoshow (El Intermedio as a case study)
- 1.6. Reality Shows
  - 1.6.1. Historicals, Locked-in Classics, Talent Search, Role reversal, Life Style, Docu Soap, Humiliation TV
  - 1.6.2. Guidelines for Creating a Reality Show
  - 1.6.3. The Script in Reality TV
  - 1.6.4. The Limits of Reality
- 1.7. Talent/Coach Shows
  - 1.7.1. Talent Shows
  - 1.7.2. Coach Shows
  - 1.7.3. Game Shows
- 1.8. Documentaries I
  - 1.8.1. Ways of Representing Reality
  - 1.8.2. Expository Documentary, Observational Documentary, Interactive Documentary, Reflective Documentary, Poetic Documentary, Expressive Documentary
  - 1.8.3. Phases in the Writing of the Documentary Screenplay
  - 1.8.4. Idea, Story; Synopsis; Playbill/Transcript; Shooting Script/Editing Script
  - 1.8.5. Narrative Resources in the Documentary Script
  - 1.8.6. Characters, Action, Narrator's Voice/Author's Voice, Interviews, Stock footage, Color, 2D/3D Image, Digital effects, Music, Other Narrative Devices Digital effects, The music, Other narrative resources
- 1.9. Documentaries II
  - 1.9.1. Current Trends in Documentary Filmmaking
    - 1.9.1.2. Transformations of Documentary or Non-Fiction Filmmaking in the Digital Scene
    - 1.9.1.3. New Trends in Contemporary Documentary Film as a Result of the Triple Hybridization of Technology, Narrative and Creativity
  - 1.9.2. Subgenres of Contemporary Documentary
    - 1.9.2.1. Fake or Mockumentary
    - 1.9.2.2. Collaborative Documentary
    - 1.9.2.3. Film-Diary
    - 1.9.2.4. Family Cinema
    - 1.9.2.5. Found Footage Documentary
    - 1.9.2.6. Experimental Documentary, etc
- 1.10. New Formats (Hoax, Scripted Reality, etc.)
  - 1.10.1. New Formats and Hybridization: Case Studies
  - 1.10.2. Under-covered Boss
  - 1.10.3. House Hunters
  - 1.10.4. Fixer Upper
  - 1.10.5. The Apprentice
  - 1.10.6. Catfish
  - 1.10.7. Hell's Kitchen
  - 1.10.8. Keeping Up with the Kardashians
  - 1.10.9. The Campos
  - 1.10.10. Alaska and Mario

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 TV, Program and Fiction Scriptwriting 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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*Include in your training a Certificate in The Audiovisual Audience and add a highly competitive plus to your CV”*

This **Postgraduate Certificate in TV, Programs and Fiction Scriptwriting** 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 inTV, Program and Fiction Scriptwriting**

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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