

Postgraduate Certificate

TV, Program and Fiction
Scriptwriting



Postgraduate Certificate

TV, Program and Fiction Scriptwriting

- » 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/tv-program-fiction-scriptwriting

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

05

Certificate

p. 28

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.





“

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 in Television, Programs and Fiction Scriptwriting Certificate offers you the characteristics of a high level scientific, teaching and technological program. These are some of its most notable features:

- ♦ 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.
- ♦ internet connection
- ♦ Supplementary documentation databases are permanently available, even after the program.

“ *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

“

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



General Objective

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

“

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





Specific Objectives

- ♦ 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

Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



“

TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”

International Guest Director

Awarded by Women We Admire for her leadership in the news sector, Amirah Cissé is a prestigious expert in **Audiovisual Communication**. In fact, she has spent most of her professional career managing international projects for renowned brands based on the most innovative **marketing** strategies.

In this sense, her strategic skills and ability to integrate emerging technologies into multimedia content narratives in an avant-garde way have allowed her to be part of renowned institutions on a global scale. For example **Google, NBCUniversal or Frederator Networks** in New York. In this way, her work has focused on the creation of communication campaigns for various companies, generating highly creative **audiovisual content** that connects emotionally with audiences. Thanks to this, multiple companies have succeeded in building consumer loyalty over a long period of time; while the companies have also strengthened their market presence and ensured their long-term sustainability.

It is worth noting that her extensive work experience ranges from the **production of television programs** or the creation of sophisticated **marketing techniques** to the management of visual content on the main **social networks**. At the same time, she is considered a true **strategist** who identifies culturally relevant opportunities for clients. In doing so, she has developed tactics aligned with both audience expectations and needs; enabling entities to implement cost-effective solutions.

Firmly committed to the advancement of the audiovisual industry and excellence in her daily practice, she has combined these functions with her role as a **researcher**. As such, she has written multiple scientific articles specialized in emerging areas such as the dynamics of user behavior on the Internet, the impact of **eSports** in the field of entertainment and even the latest trends to enhance **creativity**.



Ms. Cissé, Amirah

- Director of Global Client Strategy, NBCUniversal, New York, United States
- Strategy Expert at Horizon Media, New York
- Engagement Manager at Google, California
- Cultural Strategist at Spaks & honey, New York
- Account Manager at Reelio, New York
- Account Coordinator at Jun Group, New York
- Content Strategy Specialist at Frederator Networks, New York
- Researcher at the Genealogical and Biographical Society of New York
- Academic Internship in Sociology and Anthropology at Kanda Gaigo University
- Bachelor of Fine Arts with a major in Sociology from Williams College
- Certification in: Leadership Training and Executive Coaching, Marketing Research

“

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

04

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

05

Methodology

This program provides you with a different way of learning. Our methodology follows a cyclical learning process: **Relearning**.

This teaching system is used 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".

At TECH we use the Case Method

Our program offers you a revolutionary approach to developing your skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

With TECH, you can experience a way of learning that is shaking the foundations of traditional universities around the world”



Our university is the first in the world to combine Harvard Business School case studies with a 100% online learning system based on repetition



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

A learning method that is different and innovative.

This TECH Business School program is an intensive training program that prepares you to face any challenge in this field, both on a national and international level. The main objective is to promote personal and professional growth. For this purpose, we rely on the case studies of Harvard Business School, with which we have a strategic agreement that allows us to use the materials used in the most prestigious university in the world: HARVARD.



We are the only online university that offers Harvard materials as teaching materials on its courses"

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.

In a given situation, what should a professional do? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, you will be presented with multiple real cases. Students will have to combine all their knowledge, and research, argue, and defend their ideas and decisions.

Relearning Methodology

Our University is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines 16 different teaching elements in each lesson.

We enhance Harvard case studies 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 prepare 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 licensed to incorporate 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 Spanish online university indicators.

In our program, learning is not a linear process, but rather a spiral (we learn, unlearn, forget, and re-learn). Therefore, we balance each of these elements concentrically.

With this methodology, we have 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, markets, and financial 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

Based on the latest evidence in the field of neuroscience, not only do we know how to organize information, ideas, images, memories, but we also know that the place and context where we have learned something is crucial for us to be able to remember it and store it in the hippocampus, and 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.



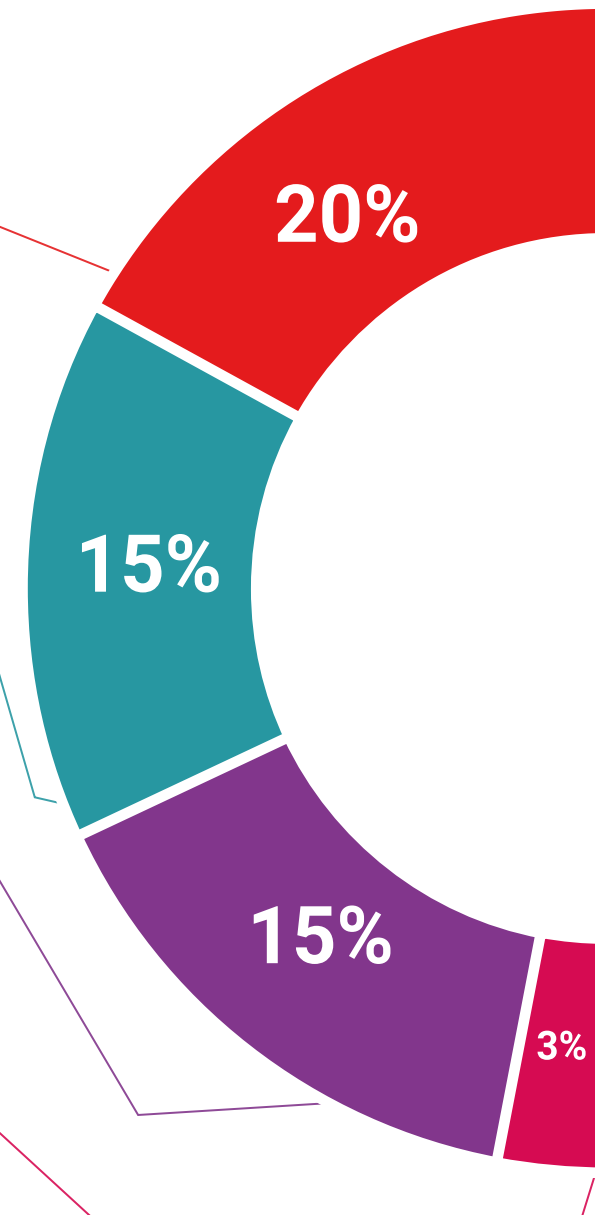
Practising Skills and Abilities

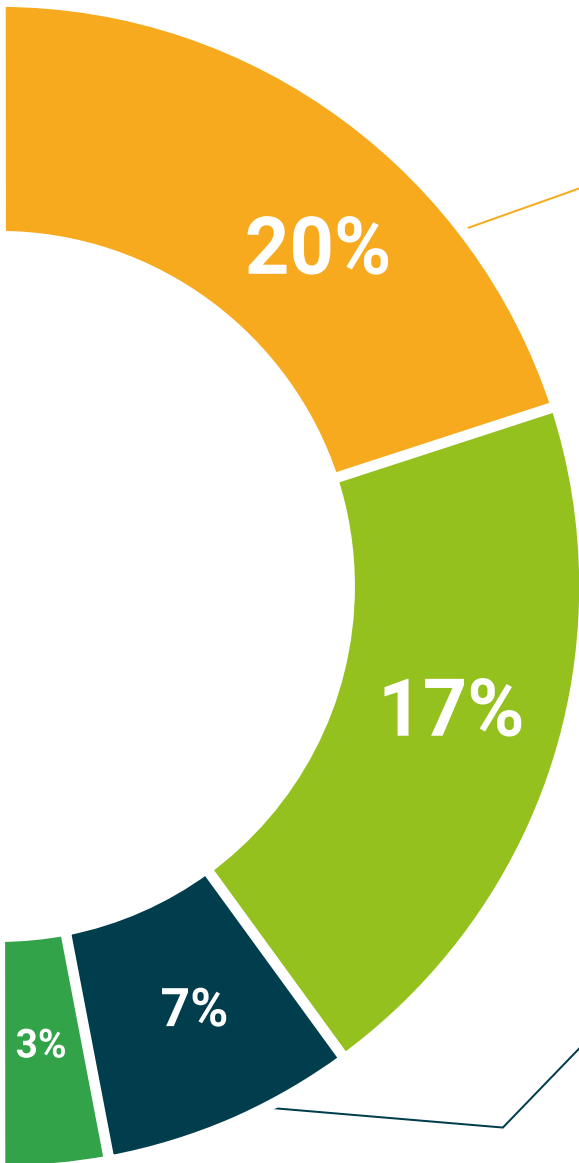
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Television, Programs and Fiction Scriptwriting guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

Include in your training a Certificate in Television, Programs and Fiction Scriptwriting and add a highly competitive plus to your CV".

This program will allow you to obtain your **Postgraduate Certificate in Television, Programs and Fiction Scriptwriting** 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 Television, Programs and Fiction Scriptwriting**

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.



Postgraduate Certificate TV, Program and Fiction Scriptwriting

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

Postgraduate Certificate

TV, Program and Fiction Scriptwriting