

# Postgraduate Certificate

## Written Journalism



## Postgraduate Certificate

### Written Journalism

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

Website: [www.techtitute.com/in/journalism-communication/postgraduate-certificate/written-journalism](http://www.techtitute.com/in/journalism-communication/postgraduate-certificate/written-journalism)

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# 01

# Introduction

Writing can be considered one of the pillars of journalism, since it is necessary to master the "art of the word" to be able to successfully develop this profession in any of its aspects. The program of Written Journalism is designed to specialize journalism professionals in this field and to promote mastery, techniques and the most current trends in the press.





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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 Written 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 covers everything related to Written Journalism, from the genres (news, chronicle, report and interview) or the language of journalism, to narration or titling.

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

- ♦ The development of practical cases presented by experts in Written Journalism
- ♦ 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
- ♦ The latest developments in Written Journalism
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ A special emphasis on innovative methodologies in the field of Written Journalism
- ♦ An interactive learning system based on decision-making algorithms for situations that may arise in Written Journalism
- ♦ 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 perfect for you to learn how to tell the story you want to tell and do it in a professional way"*

*Don't miss this opportunity to develop your skills in Written Journalism.*

*Get to know the latest trends in Written Journalism and be the best in this field.*

Its teaching staff includes professionals belonging to the world of written journalism, who bring to this Postgraduate Certificate the experience of their work, as well as recognized specialists from prestigious reference societies and universities.

Its multimedia content, developed with the latest educational technology, will enable the professionals to contextual and situated learning, i.e., a simulated environment that will provide immersive learning programmed to be prepared for 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. In order to do this, the professionals will be assisted by an innovative interactive video system developed by renowned experts in the field of written journalism and with extensive experience.



# 02

# Objectives

This Postgraduate Certificate is aimed at professional journalists, so that they can acquire the necessary tools to develop in the field, learning about the latest trends and delving into the topics that are at the forefront of this branch of knowledge. Only with the proper preparation will a journalist be able to transmit what he or she wants in a written format.







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*The Postgraduate Certificate in Written Journalism will allow you to specialize in this broad field of communication”*



### General Objective

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- Achieve the necessary knowledge to write and transmit information through different journalistic genres, in written format



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





## Specific Objectives

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- ♦ Communicate and inform in the language of the press, through the mastery of its various journalistic genres
- ♦ Make decisions related to informative tasks, production and editing, which come up in the search for the latest information
- ♦ Elaborate periodical publications both in paper and digital format
- ♦ Write journalistic pieces in due time and form according to the specifications of the different informative (news), interpretative (chronicle, interview and report) and opinion (editorial, column, article, etc.) genres
- ♦ Learn and analyze the journalistic genres
- ♦ Bring knowledge, ideas and debates of informative content to society through the different journalistic modalities and the different media
- ♦ Know the historical evolution of contemporary Spanish, European and international journalistic modes and traditions based on the analysis and research of the messages they transmit and their social impact
- ♦ Understand the main debates and media events derived from the current situation and from how they are generated and disseminated according to communicative strategies and interests of all kinds
- ♦ Learn and analyze the concept of journalistic chronicle
- ♦ Learn and analyze the concept of journalistic reportage

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.



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*This Postgraduate Certificate in Written Journalism contains the most complete and up-to-date educational program on the market”*

## Module 1. Written Journalism I

- 1.1. Approach to the Theory of Journalistic Genres
  - 1.1.1. Introduction
  - 1.1.2. General Approach
  - 1.1.3. Background, Usefulness, and Assessment Criteria
  - 1.1.4. Classification of Genres
  - 1.1.5. Differential Characteristics. First Phase: Preliminary Concepts
    - 1.1.5.1. News
  - 1.1.6. Differential Characteristics. Second Phase: Distinctive Features of Each Genre
  - 1.1.7. Another More Simplified and Universal Classification Model
  - 1.1.8. Future Forecasts: Genres in Digital Journalism
- 1.2. The Multimedia Journalist and the Transformation of Genres
  - 1.2.1. Introduction
  - 1.2.2. A New Journalist is Born
  - 1.2.3. Consequences for the Journalist
  - 1.2.4. Difficult Separation between Stories and Comments
  - 1.2.5. New Journalistic Genres
  - 1.2.6. The Difference of Working on the Web
  - 1.2.7. Each Channel Requires a Different Way of Doing
  - 1.2.8. New Radio Physiognomy
  - 1.2.9. Understanding Television History
  - 1.2.10. A Screen for Everything
  - 1.2.11. A Specific Language for the Web
  - 1.2.12. Stephen King's Rule Number 17
- 1.3. Journalistic Language
  - 1.3.1. Introduction
  - 1.3.2. Journalistic Language
  - 1.3.3. The Journalistic Text and its Context
  - 1.3.4. The Choral Language of Icons
- 1.4. The News
  - 1.4.1. Introduction
  - 1.4.2. Definition
  - 1.4.3. Specific Qualities of the News Event
  - 1.4.4. Types of News
- 1.5. Discursive News
  - 1.5.1. Introduction
  - 1.5.2. Preparation and Coverage
  - 1.5.3. Writing
  - 1.5.4. Parts of the News
- 1.6. The Art of Quotations
  - 1.6.1. Introduction
  - 1.6.2. Quotation Functions
  - 1.6.3. Types of Quotations
  - 1.6.4. Direct Quotation Techniques
  - 1.6.5. When to Use Direct Quotations
- 1.7. The Journalistic Narrative
  - 1.7.1. Introduction
  - 1.7.2. The Journalistic Narrative
  - 1.7.3. Problem in the Journalistic Narrative
- 1.8. News Headlines
  - 1.8.1. Introduction
  - 1.8.2. Functions of Headlines
  - 1.8.3. Characteristics of Headlines
  - 1.8.4. Evolution of Headlines
  - 1.8.5. Elements of Titling in Print, Audiovisual and Digital Media
  - 1.8.6. Types of Headlines
- 1.9. Sources in News Journalism
  - 1.9.1. Introduction
  - 1.9.2. In Search of the News
  - 1.9.3. Types of Sources for News Journalism
- 1.10. Information Production and Production Procedures
  - 1.10.1. Introduction
  - 1.10.2. Organization of Work
  - 1.10.3. Marketing
  - 1.10.4. Some Accounting Aspects
  - 1.10.5. The Image of the Newspapers
    - 1.10.5.1. Newspaper Redesign

**Module 2. Written Journalism II**

- 2.1. Interpretation and Theory of Journalistic Genres
  - 2.1.1. Introduction
  - 2.1.2. Interpretation, a Journalistic Task
  - 2.1.3. The "Martínez Albertos Typology"
  - 2.1.4. Other Finalist Rankings
  - 2.1.5. Objectivity, a Classifying Criteria
  - 2.1.6. Are Facts Sacred and Opinions Free?
- 2.2. Journalistic Chronicle I. Origins and Definition
  - 2.2.1. Introduction
  - 2.2.2. Definition of Chronicle
  - 2.2.3. The Chronicle in the Digital Era
  - 2.2.4. Typology of the Chronicle
- 2.3. The Journalistic Chronicle II. Headlines, Headings and Stylistic Resources
  - 2.3.1. Introduction
  - 2.3.2. The Headline of the Chronicles
  - 2.3.3. Types of Headings
  - 2.3.4. The Body: Main Stylistic Resources
- 2.4. The Journalistic Chronicle II. Headlines, Headings and Stylistic Resources
  - 2.4.1. Introduction
  - 2.4.2. Events and Judicial Chronicle
  - 2.4.3. The Parliamentary Chronicle
  - 2.4.4. Democratic Spain
  - 2.4.5. The Chronicle of Shows
  - 2.4.6. The Sports Chronicle
- 2.5. The Report I. Definition, Origins and Typology
  - 2.5.1. Introduction
  - 2.5.2. Definition
  - 2.5.3. The Origin of Reportage: its Precedents
  - 2.5.4. The «Interpretive Report»
  - 2.5.5. Style and Differential Characteristics of the Reportage
  - 2.5.6. The Reportage in Digital Format
  - 2.5.7. Types of Reportages
    - 2.5.7.1. Digital Typology

- 2.6. The Report II Idea, Approach and Research
  - 2.6.1. Introduction
  - 2.6.2. Poor Pedagogy of the Reportage
  - 2.6.3. The Reporting Project: The Idea and the Approach
  - 2.6.4. Research: Collection, Selection and Ordering of Data
  - 2.6.5. When to Use Direct Quotations
- 2.7. The Report III Structure and Writing
  - 2.7.1. Introduction
  - 2.7.2. Style and Structure, the Keys of the Reportage
  - 2.7.3. Titling of the Reportage
  - 2.7.4. Lead of the Reportage
  - 2.7.5. Body of the Reportage
- 2.8. The Interview I. Definition, Origin and Main Milestones
  - 2.8.1. Introduction
  - 2.8.2. Definition of Interview
  - 2.8.3. Historical Origin of the Interview: Dialogues
  - 2.8.4. The Evolution of the Interview
- 2.9. The Interview II Typology, Preparation and Implementation
  - 2.9.1. Introduction
  - 2.9.2. Types of Interviews
  - 2.9.3. The Interviewing Process
- 2.10. The Interview III Organization of Material and Writing
  - 2.10.1. Introduction
  - 2.10.2. Transcription and Preparation of the Material Obtained
  - 2.10.3. Titling of the Interview
    - 2.10.3.1. Errors in the Title
  - 2.10.4. The Lead
  - 2.10.5. Body of the Interview







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*A unique, key, and decisive educational experience to boost your professional development”*

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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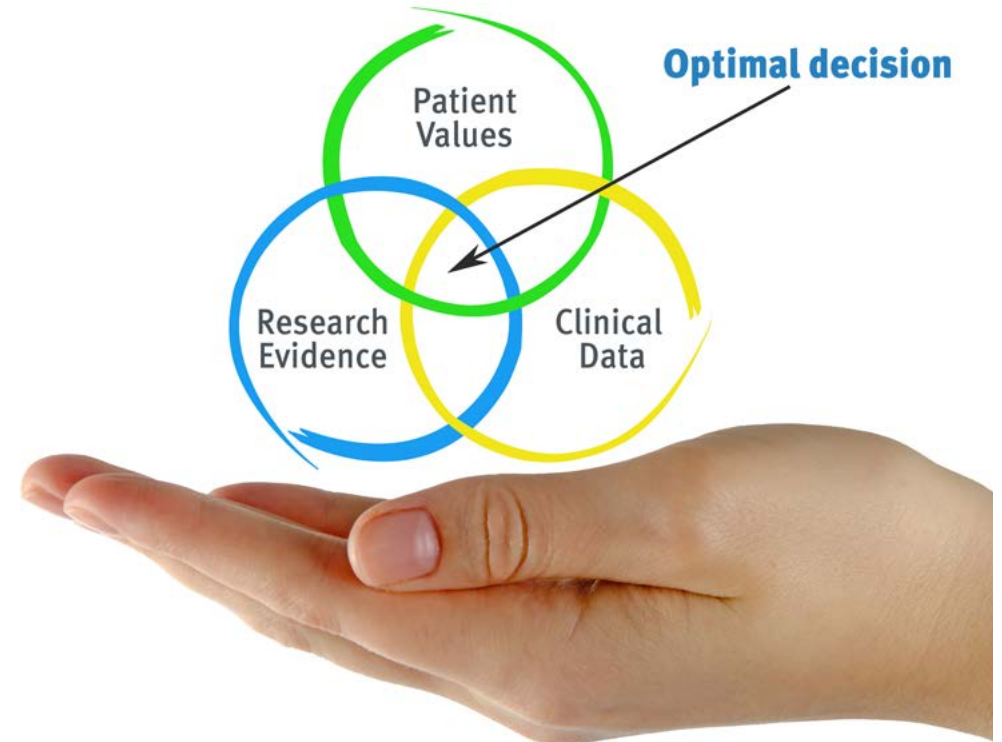
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

### 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.



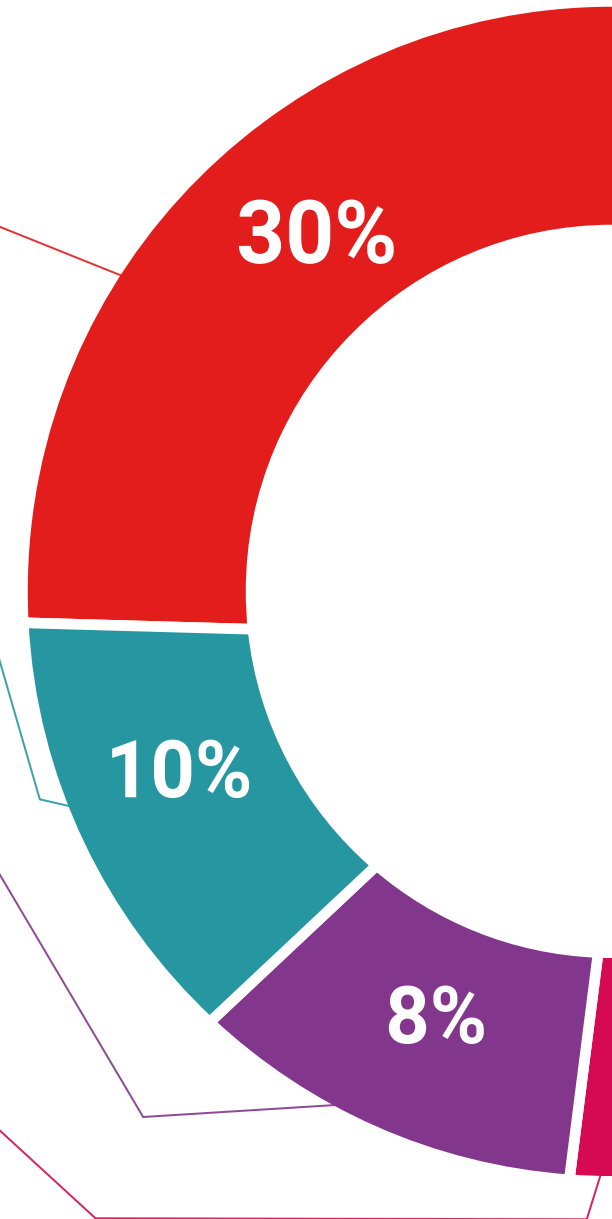
#### Practising Skills and Abilities

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 Written Journalism, 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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*Successfully complete this program and receive your Postgraduate Certificate without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Written Journalism** 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 Written Journalism**

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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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Postgraduate Certificate

Written Journalism