Postgraduate Diploma
Cultural Communication

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Cultural Communication

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Accreditation: **20 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-cultural-communication**

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01
Introduction

The digital ecosystem is advancing by leaps and bounds. The impact of the Internet and social networks has allowed citizens to develop new ways of communicating from anywhere. An example of this is the Arab Spring, considered the first virtual revolution, where the population rebelled against censorship in the media. Today, Cultural Communication professionals can also use these platforms as megaphones to make stories known and drive social change. In this context, TECH is launching this comprehensive program that will provide its graduates with multiple tools to transmit content with impressive narratives. In addition, this academic opportunity has a 100% online methodology for greater student convenience.

You'll tackle new forms of communication and writing in the digital world through this 100% online TECH program. Fulfill your professional aspirations in just 6 months!"

In a business context characterized by high competition, information companies demand the incorporation of professionals capable of connecting more and better with the public. Communicators must be prepared to go a step beyond mere entertainment, applying visual games or relying on disruptive platforms such as video games. All this in order to broaden the knowledge and cultural sensitivity of users, especially the younger generations.

Therefore, TECH has developed a very complete program where journalists and other professionals from the world of Communication can catch up on the most innovative tools and the latest creative trends. For this reason, this Postgraduate Diploma in Cultural Communication begins by addressing the particularities of organizations related to the publishing, music and film industries. At the same time, the syllabus analyzes the integration between media and artistic practices, providing a comprehensive guide of knowledge and best practices. In addition, the academic itinerary promotes the inclusion of minorities in the students and stresses the importance of journalistic impartiality in the face of war conflicts or religious debates.

On the other hand, to reinforce all these contents, TECH implements the state-of-the-art Relearning system. This didactic method promotes the acquisition of knowledge in a flexible and natural way, using the reiteration of key concepts to avoid unnecessary memorization. Likewise, the Virtual Campus of the program is accessible 24 hours a day, both for downloading teaching materials and for studying 100% online. At the same time, the teaching staff of this program stands out for the collaboration of an international expert with a specialized trajectory in Cultural Criticism. This prominent academic figure is in charge of exhaustive Masterclasses that make this university program a truly unparalleled opportunity for its graduates.

This **Postgraduate Diploma in Cultural Communication** contains the most complete and up-to-date program on the market. The most important features include:

- The development of case studies presented by experts in Cultural Communication
- The graphic, schematic and practical contents with which it is conceived provide cutting- Therapeutics and practical information on those disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- 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

You will master the most influential narrative languages in Cultural Communication through the rigorous Masterclasses of the International Guest Director of this program"

" *In-depth videos, supplemental readings, interactive summaries and self-assessments are some of the resources this program offers you to specialize in a comprehensive and flexible way"*

You will communicate up-to-date information through the most influential visual imagery thanks to this university program.

You will delve into the influence of society on art from TECH, the best digital university in the world according to Forbes.

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn 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 during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

In this specialization, Journalism professionals will obtain effective and disruptive tools to specialize in Cultural Communication. Therefore, they will be able to integrate into innovative projects and apply the latest narrative trends emerging in the context of digital information. In other words, TECH will position them at the academic forefront and will guarantee them the most demanded skills in the current labor context, therefore increasing their opportunities for personal growth.

> *You will apply the most innovative techniques to narrate in an impactful way cases of Racism and Xenophobia, among other positions that lacerate in social advancement"*

General Objectives

- Broaden the knowledge and information to students with a higher level of insight in the field of journalism, although, more specifically, within the field of Cultural Journalism
- Learn to perform informative and dissemination functions in a specialized and professional environment, with emphasis on information within the different genres of Cultural Journalism

No rigid schedules or evaluative timelines. So is this flexible 100% online specialization!"

Specific Objectives

Module 1. The Culture Market

- Learn within the context of culture the basic concepts, principles and theories of cultural communication and industries
- Understand and interpret reality based on cultural skills and procedures
- Manage sources, plan projects, and organize different methods to solve problems
- Understand and apply acquired knowledge to solve new and unfamiliar problems in environment within the different disciplines
- Study, investigate and analyze cultural phenomena
- Understand the cultural reality of contemporary societies in both the creative and industrial industries

Module 2. Image Analysis

- Understand and know how to reflect on the criticism of cultural practices
- Investigate cultural phenomena
- Broaden and study the components and origins of cultural diffusion
- Know, understand and study cultural social phenomena and methodology
- Analyze artistic languages and cultural codes in order to be able to interpret and criticize different artistic and cultural subjects
- Identify the processes of Cultural Journalism in order to be able to apply them later on

Module 3. Intercultural and Alternative Communication

- Identify and discover skills to understand the importance of intercultural phenomena
- Apply professional concepts in order to manage and develop further research
- Know, understand and analyze artistic languages and cultural codes
- Study and value the concepts of equality and respect in the cultural sector
- Know the different conditions within interculturality
- Know how to promote interculturality today

Module 4. Audiovisual Culture

- Acquire theoretical and practical tools to know how to read the cultural aspect in audiovisual texts
- Use the cultural phenomenon beyond what is universal and extrapolate it to symbolism in order to achieve a better representation of reality by the spectator
- Know, identify, describe and understand the situation of cultural reality in contemporary societies, both in its creative and industrial dimensions
- Know, understand and analyze artistic languages and cultural codes in order to be able to interpret, criticize and rigorously evaluate artistic and cultural manifestations in different media and languages
- Know how to read and analyze images and audiovisual texts
- Know the forms of universal language
- Understand the different discourses within the audiovisual language for its later evaluation
- Develop the social imaginary to carry out original cultural and audiovisual original audiovisuals

Module 5. Art and Digital Culture

- Know and understand the production techniques of the different artistic and cultural industries
- Develop the appropriate knowledge to develop techniques in traditional and new exhibition media
- Awaken a critical attitude towards the hybridization of technique and the multiple platforms that serve as containers for the transmission of an artistic message
- Make judgments, especially in the professional and academic field of culture and communication, based on criteria, external standards or personal reflections
- Know and identify the main currents and theories that formalize and criticize the cultural phenomenon from a conceptual, methodological and investigative point of view
- Know how to interact with the spectator and have knowledge of the industry

03
Course Management

In its priority to provide an education based on excellence, TECH has carefully selected a teaching team specialized in Cultural Communication for this program. All members of this faculty have years of work experience in prestigious media outlets, focusing on the cultural field. In addition, experts have in-depth knowledge of how to inform the public in an attractive and comprehensive manner. In this way, they can ensure that students of this university program acquire new skills to excel in an industry that offers multiple career opportunities.

You will have the support of a faculty of distinguished professionals in the Communications sector"

International Guest Director

Katherine Anne Roiphe is a prominent American author and journalist known for her sharp cultural analyses and and insightful literary works. She rose to international prominence with her influential nonfiction book, The Morning After: Sex, Fear, and Feminism on Campus.
In this work, she challenged conventional feminist perspectives on sexual dynamics on college campuses, provoking debates about academic institutions and their responsibility.

Continuing her exploration of morality and social norms, Roiphe wrote Last Night in Paradise: Sex and Morals at the Century's End, followed by Uncommon Arrangements, a captivating study of marriage in literary circles in London. Her versatility as a writer extends to fiction, with the novel Still She Haunts Me, where she reimagines the complex relationship between Lewis Carroll and Alice Liddell.

Beyond her literary accomplishments, she has contributed to prestigious publications in Vogue, Harper's and The New York Times, with essays that reveal her blunt observations on culture and politics. Also, her academic prowess has led her to work at New York University's Arthur L. Carter Journalism Institute, where she directs the Program in Reporting and Cultural Criticism..

Roiphe also grew up as the daughter of psychoanalyst Herman Roiphe and renowned feminist Anne Roiphe, which laid the foundation for her intellectual interests.. She attended the prestigious Brearley School before earning her B.A. at Harvard University's Radcliffe Campus. She also completed a Ph.D. in English Literature at Princeton University. Therefore, a prolific body of work and an enviable academic trajectory make this
prominent essayist a leading voice in contemporary cultural discourse,, challenging
and provoking readers to reconsider long-held beliefs.

Dr. Roiphe, Katherine Anne

- Director of the Program in Cultural Reporting and Criticism at New York University, New York, U.S.A.
- Essayist and Cultural Critic for publications such as Vogue, Harper's and The New York Times
- Author of several fiction and non-fiction titles including The Morning After: Sex, Fear, and Feminism on Campus and Still She Haunts Me
- Professor at the Arthur L. Carter Institute of Journalism at New York University
- Ph.D. in English Literature from Princeton University
- Degree in Literature from the University of Harvard

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

Management

Dr. Tobajas Gracia, María

- Journalist Expert in Cultural Journalism
- Responsible for Communication and PR SS. at the Film School Un Perro Andaluz
- Social Media Manager at Fraternidad-Muprespa
- Editor at Actúa Aragón
- Broadcaster and editor at Radio Ebro
- Assistant Photographer in a photographic studio
- PhD in Communication from San Jorge University
- Degree in Journalism from San Jorge University. Master's Degree in Digital Marketing and Social Media from the Distance University of Madrid

04

Structure and Content

This TECH Global University syllabus will delve into culture in the digital world, with an emphasis on the dissemination of information through video games. The program will also cover the social transformation that art has undergone during the last decades, investigating the impact of media on movements such as Feminism or Cyberactivism. All this through the analysis of real cases and the assimilation of complex concepts through the revolutionary Relearning method that make this program an excellent opportunity to update professional skills among journalists, communicators and other figures in the entertainment industry.

You will address the impact of the cultural industry on society and the role played by the media in its continuity: all with an exclusive agenda available 24 hours a day, 7 days a week"

Module 1. The Culture Market

1.1.   Culture Outside the Industry

    1.1.1.   The Art Market

        1.1.1.1.   Environment of the Cultural and Creative Industry: The Place of Cultural Organizations in Society

        1.1.1.2.   The Global Economic Impact of the Cultural and Creative Industry

    1.1.2.   Cultural Heritage and the Performing Arts

        1.1.2.1.   Cultural Heritage and the Performing Arts in Society

        1.1.2.2.   Cultural Heritage and the Performing Arts in the Media

1.2. Cultural Industries

    1.2.1.   The Concept of Cultural Industry

        1.2.1.1.   The Publishing Industry

        1.2.1.2.   The Musical Industry

        1.2.1.3.   The Film Industry

1.3. Journalism and Art

    1.3.1.   New and Old Forms of Communication

        1.3.1.1. Beginnings and Evolution of Art in the Media

        1.3.1.2. New Forms of Communication and Writing

1.4.   Culture in the Digital World

    1.4.1.   Culture in the Digital World

        1.4.1.1.   The Omnipresence of the Visual Controversies of the Digital Age

        1.4.1.2.   The Transmission of Information through Video Games

        1.4.1.3.   Collaborative Art

1.5.   The Media Structure

    1.5.1.   The Audiovisual and Press Sector

        1.5.1.1.   The Impact of Large Media Groups on Culture

        1.5.1.2.   Live Platforms, a Challenge for Conventional Media

    1.5.2.   The Cultural Journalism Sector

        1.5.2.1.   The Cultural Market in a Global World. Towards Homogenization or Diversification?

Module 2. Image Analysis

2.1.   Theoretical and Methodological Approach to Culture
    2.1.1.   Beyond Customs
        2.1.1.1.   Art and Social Transformation
        2.1.1.2.   Art and Feminism
    2.1.2.   Symbols in Culture
        2.1.2.1.   Greek and Roman Symbology
        2.1.2.2.   Religious Symbology
        2.1.2.3.   Contemporary Symbology
2.2.   Culture, Communication and Meaning
    2.2.1.   Language, Thought and Reality
        2.2.1.1.   The Concept of Culture and Cultural Change
        2.2.1.2.   The Cultural Approach through Art
    2.2.2.   Culture, Experience and Representation
        2.2.2.1.   Experiential Art
2.3.   Culture and Imaginaries
    2.3.1.   Mass Culture and Visual Cultures

Module 3. Intercultural and Alternative Communication

3.1.   Concept of Culture, Group and Identity Racism, Xenophobia and Ethnocentrism
    3.1.1.   Concept of Culture, Group and Identity
        3.1.1.1.   Mass Culture and Cultural Homogenization
        3.1.1.2.   Regionalism and Cultural Differentiation
    3.1.2.   Racism, Xenophobia and Ethnocentrism
        3.1.2.1.   Social and Cultural Distinctions
        3.1.2.2.   How to Report Social Group Rejections?
3.2.   Interpersonal Intercultural Communication
    3.2.1.   From People to People
        3.2.1.1.   Intercultural Communication in a Global World
        3.2.1.2.   Media and Construction of Identities
        3.2.1.3.   Communication as the Axis of Transmission of Intercultural Values

3.3.   Management of Intercultural Communication in Organizations
    3.3.1.   Management of Intercultural Communication in Organizations
        3.3.1.1.   Intercultural Competence in Organizations
        3.3.1.2.   Communication and Sustainability
3.4.   Traditional Media Practices and the Representation of Cultures
    3.4.1.   Diversity in Advertising
        3.4.1.1.   Cultural Diversities and Sexism in Advertising
        3.4.1.2.   Diversity as a Key to Success
    3.4.2.   Guide to Intercultural Best Practices in Journalism
        3.4.2.1.   Inclusion of Minorities in the Media
        3.4.2.2.   Religious Impartiality in Major Conflicts
        3.4.2.3.   When Minorities Become the Majority
3.5.   New Media, New Appropriations of Minority Groups?
    3.5.1.   Cyberactivism in Africa
        3.5.1.1.   The Arab Spring on Twitter
        3.5.1.2.   Reconnecting Women
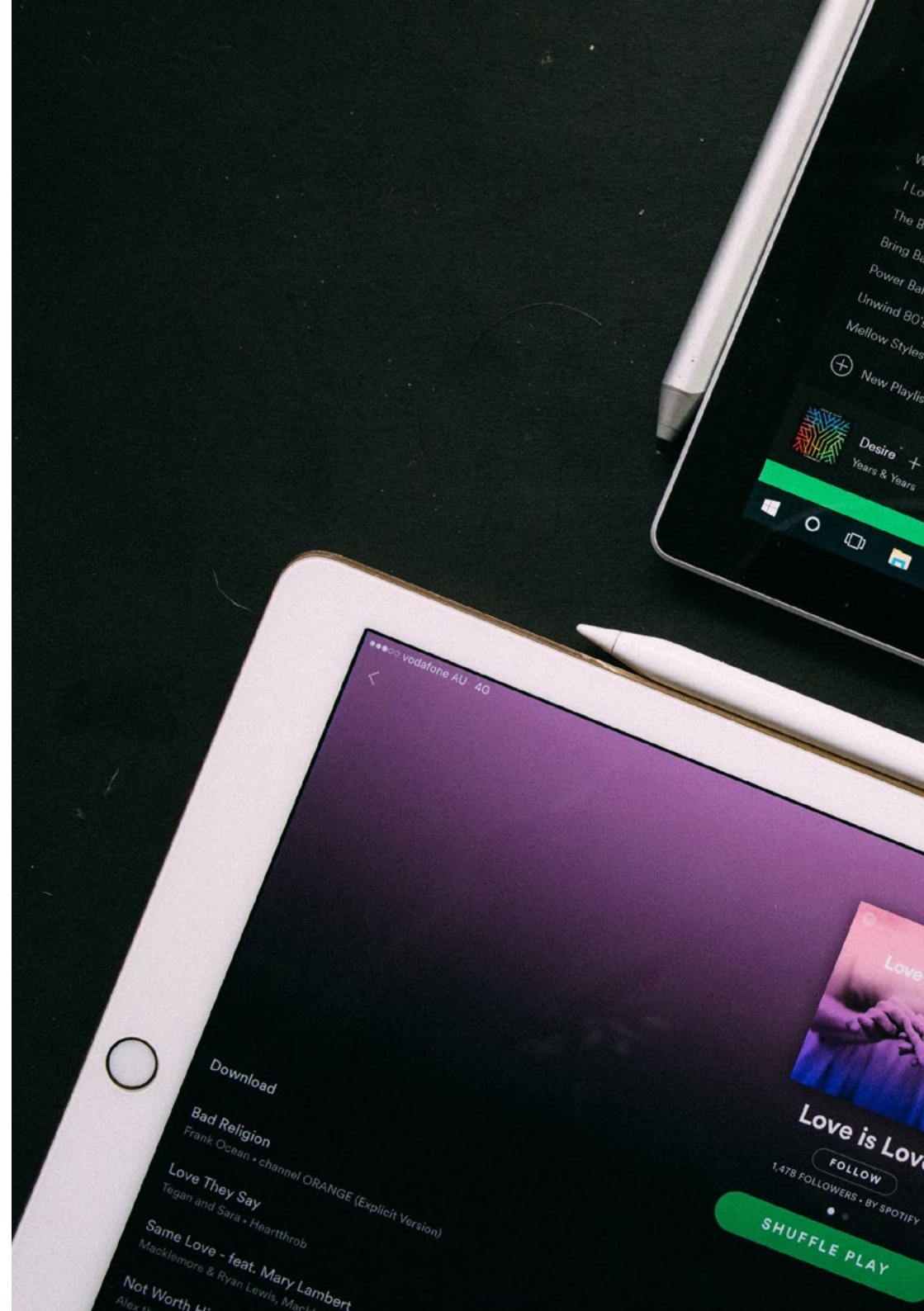   3.5.1.3.   Queer Cyberactivism
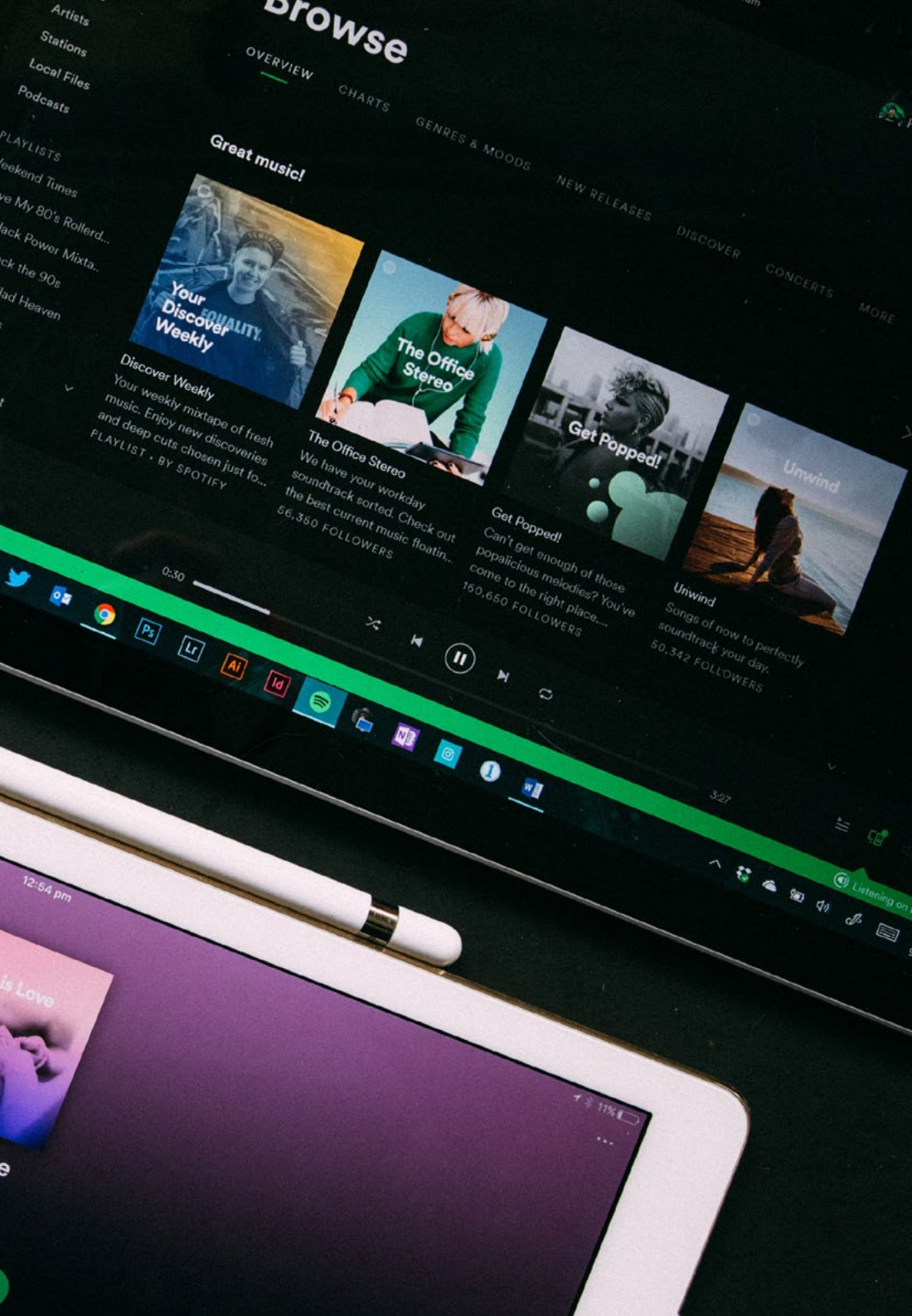
Module 4. Audiovisual Culture

4.1.   Audiovisual Image and Cultural
    4.1.1.   Learning to Look
        4.1.1.1.   The Study of the "Image-Culture" Relationship through Symbols
        4.1.1.2.   Reading the Audiovisual Image
        4.1.1.3.   The Textual Analysis Method
    4.1.2.   Symbols in Visual Culture
        4.1.2.1.   The Audiovisual Image as a Symbolic Form
        4.1.2.2.   The Most Used Symbols in the Audiovisual World
4.2.   Forms in Audiovisual Language
    4.2.1.   The Law of Desire: Cinema as a Dream Factory
        4.2.1.1.   The Three Creative Tasks of Audiovisual Language: Staging, Framing and Serialization
        4.2.1.2.   The Spectator The Narrative Identification Process
        4.2.1.3.   The Mythical Roots of Audiovisual Storytelling

Module 5. Art and Digital Culture

Enroll in this academic pathway now and boost your career by mastering the latest trends in Cultural Communication"

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.

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.

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.

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

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%
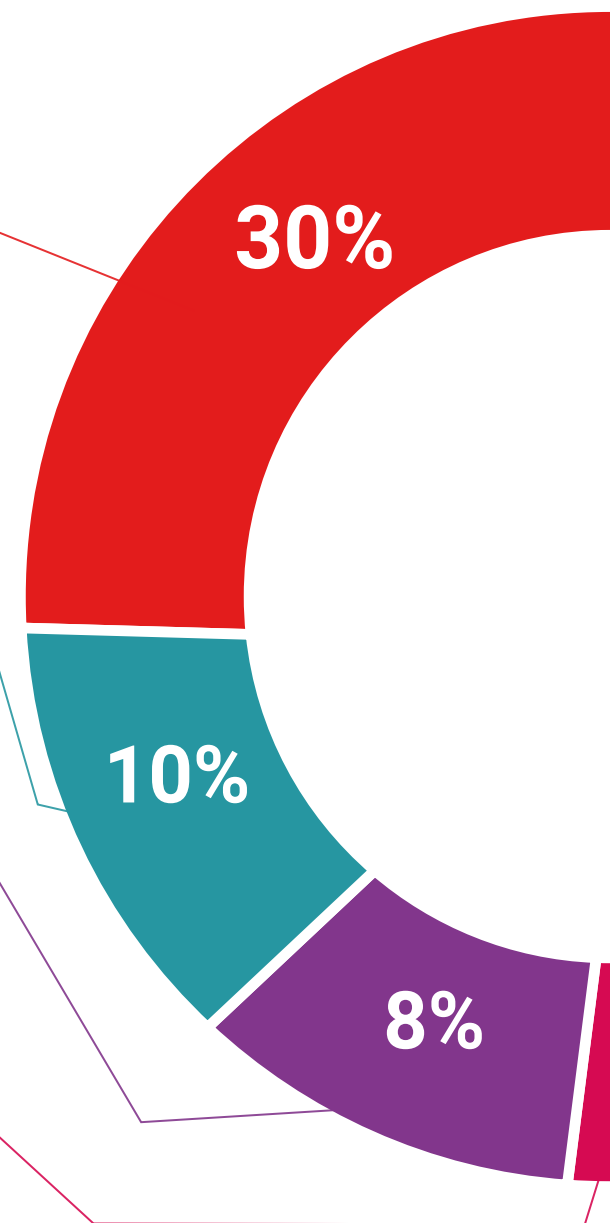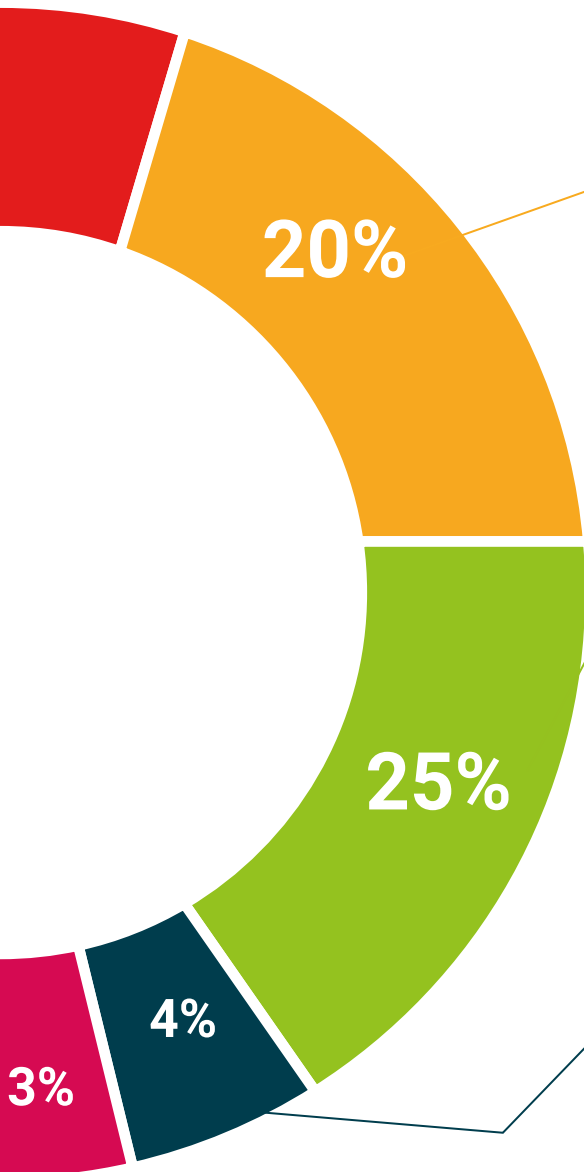
Case Studies

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.

Certificate

The Postgraduate Diploma in Cultural Communication guarantees students, in addition to the most rigorous and up-to-date education program, access to a Postgraduate Diploma issued by TECH Global University.

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

This private qualification will allow you to obtain a **Postgraduate Diploma in Cultural Communication** 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** private qualification 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 Diploma in Cultural Communication**

Modality: **online**

Duration: **6 months**

Accreditation: **20 ECTS**

tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Diploma in Cultural Communication

This is a private qualification of 600 hours of duration equivalent to 20 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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