Postgraduate Diploma
Cultural Journalism in the Media

tech global university

![tech global university logo]

Postgraduate Diploma
Cultural Journalism in the Media

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Accreditation: **24 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

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

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01
Introduction

The radio adaptation of The War of the Worlds, a literary work by George Wells, demonstrated the credibility given by the public to the media. Despite the fact that the story was about an alien invasion, 12 million people flooded the streets of New York to try to protect themselves from the supposed extraterrestrials. Today, journalists can similarly impact the public mind through many other formats, most notably digital. This is an effective way to convey real stories about events happening in society with immediacy and, at the same time, encourage greater audience participation. To update professional knowledge in these areas TECH launches this comprehensive program. A program where a disruptive methodology is implemented 100% online and has a teaching staff composed of the best experts.

You will create cultural reports of impact, adjusted to the most diverse communicative formats and all thanks to the exhaustive update of your competences that you will experience with this 100% online program"

Culture encompasses much more than the Arts, although often, due to misconceptions, both are used as synonyms. Any media professional must master the convergences and divergences between them in order to offer the audience an attractive content that allows a more effective transmission of messages and contribute to social progress. At the same time, they must have a thorough knowledge of the different trends to address these issues in formats as diverse as television, radio or the press.

In this sense, the continuous updating of professional skills can be a valuable tool for growth in a labor market that increasingly demands such knowledge. For this reason, TECH has designed a unique and rigorous syllabus that addresses the main challenges of Cultural Journalism in the Media. An academic itinerary where the keys to tell stories from innovative narrative strategies are offered. In addition, the most accurate techniques to develop genres such as interviews or chronicles are addressed. Likewise, students who complete this university program will have a deep understanding of the theory of the Setting agenda and the social impact of the media.

It should be noted that the Postgraduate Diploma is based on the Relearning system. TECH is a pioneer in this teaching method, which is based on the reiteration of content and therefore avoids archaic memorization. In this sense, it promotes natural and progressive learning. In addition, during the academic itinerary, students will have access to the content from the first day, and will also be able to download the materials they wish to consult online. On the other hand, this program has a prestigious teaching staff whose specialists include its International Guest Director. This expert is in charge of rigorous Masterclasses that will allow journalists to get up to date with a high level of efficiency.

This **Postgraduate Diploma in Cultural Journalism in the Media** 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

In this TECH program you have at your fingertips a renowned International Guest Director who will transmit all his experiences through exhaustive Masterclasses"

Master the new communication technologies in a theoretical-practical way with the analysis of several real cases and other didactic resources that integrate TECH's complete 100% online methodology"
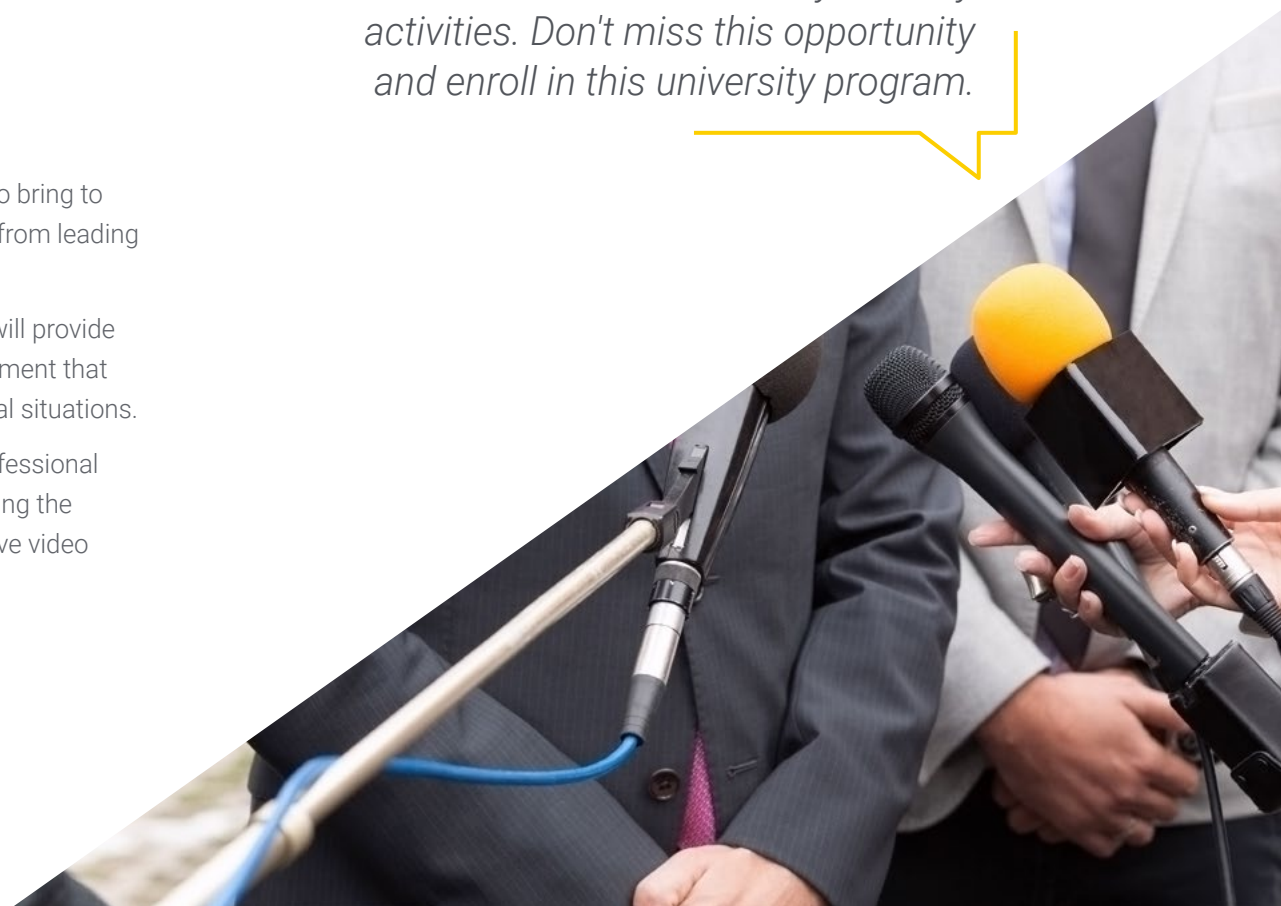
Update your knowledge of journalistic design to develop content independently and explore new narrative horizons.

You will be able to combine your studies with the rest of your daily activities. Don't miss this opportunity and enroll in this university program.

The program includes in its teaching staff professionals from the sector who bring to this program the experience of their work, as well as recognized specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide professionals with situated and contextual learning, i.e., a simulated environment that will provide immersive specialization, designed for specializing oneself 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

This Postgraduate Diploma will allow communication professionals to master the most current trends in Cultural Journalism. From a vision of the socio-cultural context and analysis of the environment, graduates will elaborate significant quality contents in different media such as press, radio, television, etc. In addition, they will obtain an integral vision to produce eye-catching campaigns and therefore capture the interest of the public.

Interpretative genres, interviews and any other tool to disseminate cultural information will be part of the contents of this Postgraduate Diploma"

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

You will be able to access the TECH Virtual Campus at any time and download the contents to consult them whenever you wish"

Specific Objectives

Module 1. Cultural Journalism in print media: interpretative genres

- Define the functioning of cultural journalism routines in print media
- Learn how to work with and interpret texts
- Obtain information and know how to handle sources in order to write cultural information appropriately
- Handle sources of information appropriately
- Understand and apply sources and data in the specialized field of culture
- Know and have the ability to read, interpret, evaluate and criticize cultural and artistic manifestations

Module 2. Cultural Information in the Press

- Adequately define the basic concepts of journalistic writing
- Know the different journalistic genres
- Disseminate cultural agendas in an adequate manner for their diffusion
- Know and identify the informative and communicative processes involved in cultural journalism for its subsequent application
- Have the ability to value and criticize cultural manifestations
- Obtain the knowledge, capacity and ability to be able to inform and communicate in the language of each of the professional media

Module 3. Cultural Information on the Radio

- Understand how cultural information works in the radio media
- Learn and be able to differentiate between the different cultural journalistic genres used in radio
- Learn how to create cultural content from scratch for the radio media
- Know the advantages of this media in order to bring information to more listeners
- Design and produce campaigns or communicative products related to the field of culture
- Know and demonstrate standard procedures for promoting and disseminating cultural events and facts
- Communicate with appropriate language in professional media
- Know and use digital technologies to innovate in the production and dissemination of culture through digital technology

Module 4. Creative Writing

- Learn to construct and reconstruct through literature
- Analyze literary processes within journalism and culture
- Create narrative and attractive contents linked to the dissemination of cultural contents in a creative way
- Promote literary competence among students
- Know and discuss creative writing
- Understand and know the different journalistic pieces in literature and narrative in order to be able to carry them out in the future
- Know and learn the keys to good journalistic writing in the media
- Know how to write short articles or reviews appropriate to the cultural event in question

Module 5. Television Culture

- Know and understand the audiovisual language
- Analyze the specific variants of the television genre
- Know, analyze and develop the most technical concepts of the audiovisual sector
- Know how to understand and analyze different practical examples of programs that these professionals have had to face in real life
- Knowledge, capacity and ability to be able to inform and communicate in the language of each media in a professional and rigorous manner about cultural facts
- Design and produce campaigns or communicative products related to the field of cultural specialization
- Know and use digital technologies to innovate in the production and dissemination of culture through digital technologies

Module 6. Journalistic Design

- Develop a critical and specialized view of the different media and visual communication systems developed in the journalistic field
- Expand the capacity to conceive and execute, based on the information, own graphic informative compositions, so that they effectively transmit the intended message
- Know the language and practical knowledge for journalistic design
- Know the different journalistic resources used or taken into account when generating cultural information in the media
- Know the composition of a printed cultural project and know how to develop it
- Adapt the cultural product to the different spaces and audiences where it will be consumed and by whom it will be consumed

03

Course Management

The premise at TECH Global University is to offer students the highest quality education. Therefore, it makes an effort to select the best experts. Therefore, this university program has a teaching staff specialized in Cultural Journalism. These professionals have extensive work experience, which has allowed them to form part of prestigious institutions. In addition, their passion for excellence has driven them to update their knowledge on a regular basis in order to develop the most effective strategies to reach consumers.

" *A syllabus developed by specialists with extensive professional experience in the media"*

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 Ann

- 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

- Head of Communication and RRSS 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 Social Media by UDIMA

04

Structure and Content

This program will provide students with the keys to revolutionize cultural journalism in the traditional media. To achieve this, the syllabus will delve into the most effective op-ed genres to make the audience feel identified with the authors' thoughts (editorials, columns and articles). It will also offer guidelines for clear, simple and direct writing. The specialization will also address the characteristics of radio language, so that students will be able to broadcast events with fluency and vocal moderation. At the same time, it will delve into the specificities of television, analyzing aspects such as studio recording or the multi-camera technique.

You will analyze in detail the spiral of silence and gain a better understanding of public opinion"

Module 1. Cultural Journalism in print media: interpretative genres

Module 2. Cultural Information in the Press

Module 3. Cultural Information on the Radio

Module 4. Creative Writing

4.1. Literature and Journalism

    4.1.1. New Journalism: Validity and Expiration of Journalistic Narratives

        4.1.1.1. Info-Fiction

        4.1.1.2. Literary Construction of Reality

        4.1.1.3. The Scenic Event

    4.1.2. Analysis of Classic and Recent New Journalism Reports

        4.1.2.1. Work and Trajectory of the Most Outstanding Journalists and Writers in this Field

        4.1.2.2. Media (Magazines, Supplements, Audiovisual Programs)

4.2. Diversification of Reality

    4.2.1. Imagination in the Face of the Thematization of Culture

        4.2.1.1. Positioning Among the Evidence

        4.2.1.2. Counting the Stories Published

        4.2.1.3. The Chronicle and the Literary Report

    4.2.2. Rewriting of the Original Newspaper Pieces

        4.2.2.1. Chronic

        4.2.2.2. Interviews

        4.2.2.3. Reports

4.3. Literary Reconstruction of Reality

    4.3.1. The Journalistic-Literary Article of a Cultural Witnessed Event

        4.3.1.1. Performing Arts, Plastic Arts, Literature, Cinema, Children's Leisure, Museums, Architecture, Gastronomy, Trade Fairs, etc.

        4.3.1.2. Cultural Programming Media

        4.3.1.3. Internet and Social Networks

    4.3.2. Design and Preparation of a Journalistic-Literary Article

        4.3.2.1. Writing keys

Module 5. Television Culture

5.1. Theoretical Basis

    5.1.1. Basic Concepts and Differences with Radio and Other Media

    5.1.1.1. Basic Concepts of Television Production

    5.1.1.2. Difference with Film, Radio and Other Media

5.2. The Process of Television Creation

    5.2.1. Production in the Studio

        5.2.1.1. Particularities of Studio Recording

        5.2.1.2. Functions of the Production Professional

        5.2.1.3. Other Personnel and Technical Equipment

    5.2.2. Multi-Camera Techniques

        5.2.2.1. Differences with Respect to Single-Camera Production

        5.2.2.2. Camera Triangle

        5.2.2.3. Live Television

        5.2.2.4. The Play-List

        5.2.2.5. Magazines, the Debate, the Interview, the Staging

5.3. Documentary and Cultural Report

    5.3.1. Introduction to Documentaries

        5.3.1.1. Documentary and Journalism

        5.3.1.2. Interaction with Reality

        5.3.1.3. Documental de creación

    5.3.2. Reporting

        5.3.2.1. Audiovisual Cultural Journalism

        5.3.2.2. Report, News and Editing

        5.3.2.3. Features of the Report

    5.3.3. The Documentary-Report Project

        5.3.3.1. Introduction

        5.3.3.2. Plot

        5.3.3.3. Context

        5.3.3.4. Synopsis and Structure

        5.3.3.5. Form and Style

        5.3.3.6. Public

Module 6. Television Culture

Forget about memorizing! With the Relearning system you will integrate the concepts in a natural and progressive way"

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%
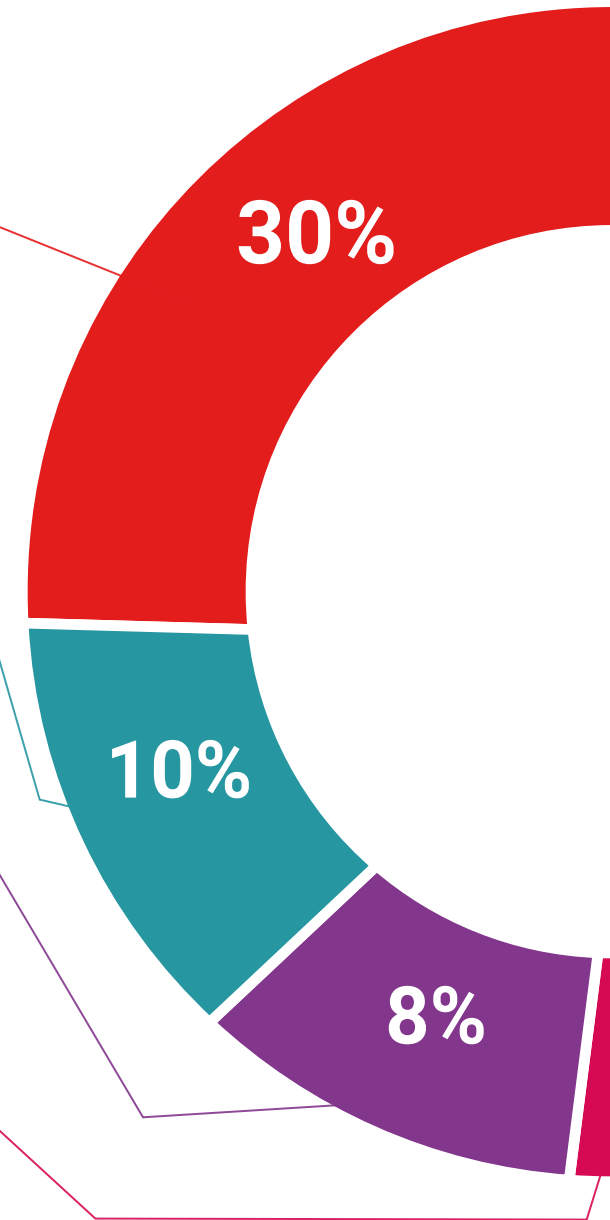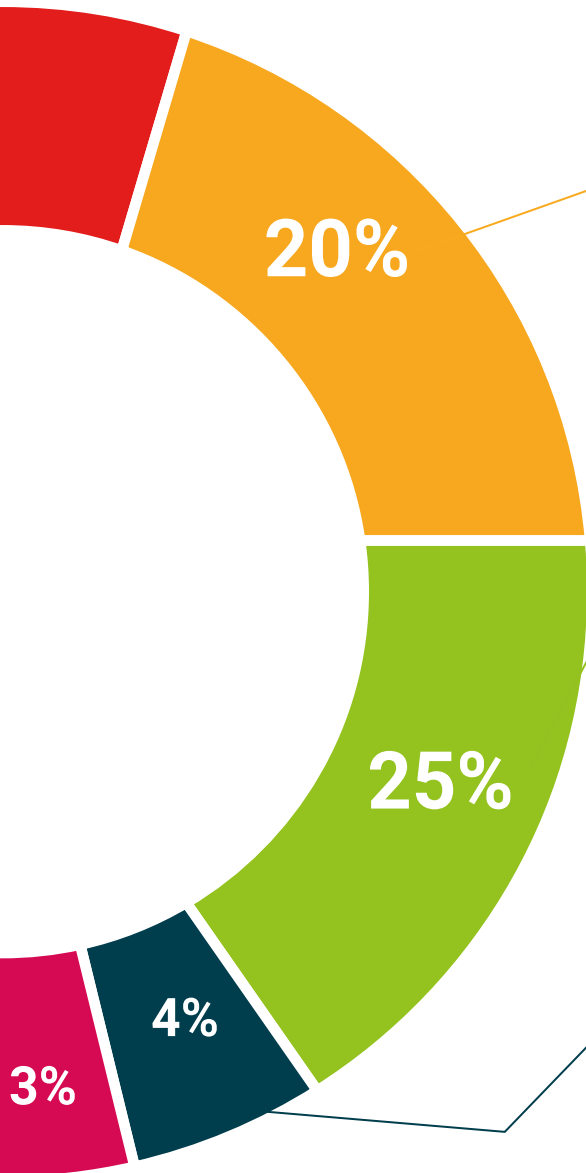
Case Studies

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 Journalism in the Media 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 Journalism in the Media** 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 Journalism in the Media**

Modality: **Online**

Duration: **6 months**

Accreditation: **24 ECTS**

tech global university

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

Postgraduate Diploma in Cultural Journalism in the Media

This is a private qualification of 720 hours of duration equivalent to 24 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

Unique TECH Code: AFW0R023S   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, Global University an additional cost.

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