Postgraduate Diploma
Cultural Journalism, Cyberculture and Audiovisual Media

tech global university

Postgraduate Diploma
Cultural Journalism, Cyberculture and Audiovisual Media

- » 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-journalism-cyberculture-audiovisual-media**

Index

01
Introduction

Documentary production is a versatile communication tool for educating, informing and entertaining audiences. In this sense, journalists use this genre to address a wide variety of topics and foster both understanding and social dialogue on important issues. However, the production of these audiovisual pieces involves multiple challenges. The most common is interacting with reality, as well as conducting thorough research to obtain accurate information. In this context, TECH has developed a unique program, aimed at cultural journalists, to update their skills and knowledge about these audiovisual products. In this way, students delve into innovative narratives and methods of obtaining data from sources. In addition, this university program is taught in a convenient 100% online format

Join this Postgraduate Diploma in TECH and acquire 100% online comprehensive skills to develop new journalistic genres in your daily practice"

The technological advances brought about by the Internet have completely revolutionized communication. Faced with this situation, information companies have developed digital platforms to facilitate access to culture to anyone. Aware of the benefits that these generate, more and more institutions are demanding the incorporation of experts in Cyberculture.

These specialists need to update their knowledge frequently, given the constant evolution experienced by both web platforms and social networks.

To help them with this task, TECH launches this disruptive program to improve the skills of professionals around the generation of high quality digital content. Under the supervision of a distinguished teaching staff, students will delve into proactivity in the social society. In this sense, the syllabus will delve into aspects such as collective intelligence and digital civilization. In this way, students will take advantage of the resources provided by social networks to promote interactivity among users. In addition, this academic itinerary has a complete teaching staff made up of the best specialists in Cultural Communication, Cyberculture and Audiovisual Media.

Among them is a specialist of international stature who, as Guest Director, is in charge of an exhaustive and exclusive group of Masterclasses.

It should be noted that the program is based on the Relearning method. TECH is a pioneer of this teaching system, based on the repetition of key contents for a natural and gradual learning. Students will learn with less effort and more performance, allowing them to become more involved in their professional specializations. In addition, students can access the Virtual Campus from any device with Internet access (cell phone, tablet, computer, etc.) and download the teaching materials to view them whenever they wish. In short, students will broaden their professional horizons thanks to a complete program that will catapult them to success.

This **Postgraduate Diploma in Cultural Journalism, Cyberculture and Audiovisual Media** 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 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

Delve into new communication strategies in the era of the networked society through Masterclasses by a distinguished International Guest Director"

" *Do you want to master all the communication trends intrinsic to Cyberculture? Get it in 6 months through TECH"*

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 academic year For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will thoroughly analyze the radio script and handle the most successful editing tools thanks to this complete program.

A flexible university program with a convenient 100% online format, to adapt to the agendas of professionals with different obligations or projects.

02
Objectives

This program will provide students with a clear perception of the relationship between journalism and culture. In this way, graduates will be able to make the most of the different media and genres in which the work of cultural journalists is developed. Likewise, this Postgraduate Diploma will provide journalists with an absolute mastery of the most avant-garde resources to improve their communication skills.
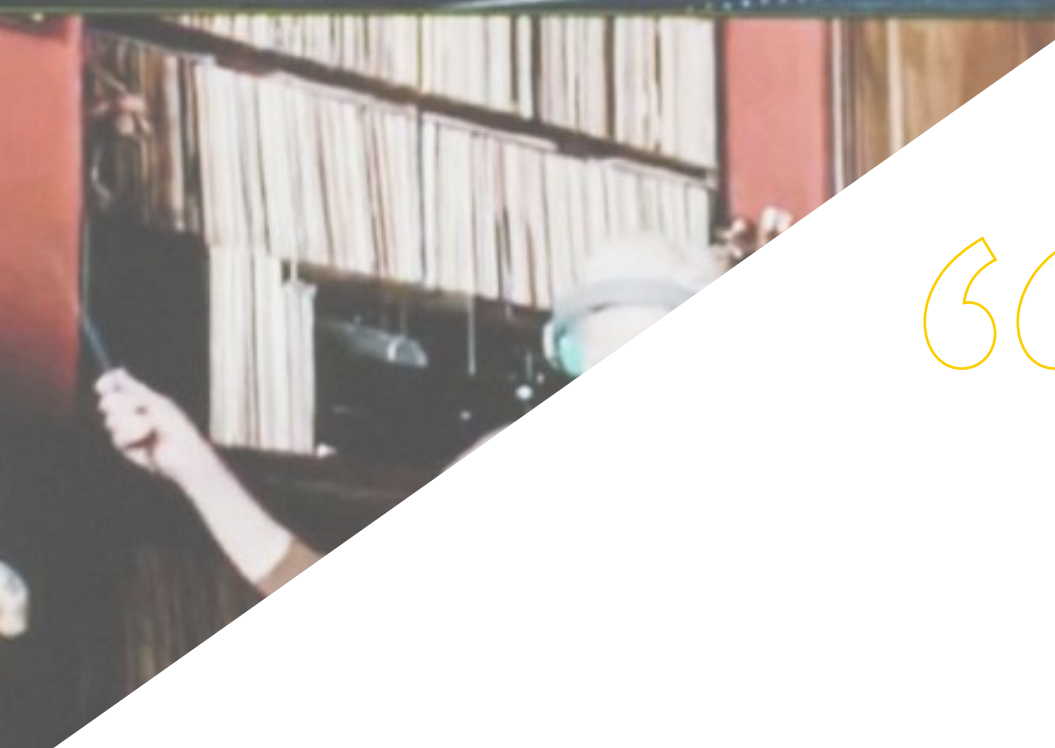
You will build audiovisual stories adjusted to the latest creative trends and the aesthetics of Postmodernity through the innovative contents of this program"

General Objectives

- Broaden the knowledge and information to the student 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 analyze real cases, extracted from concrete experiences in the media, which will offer you a theoretical-practical perspective to solve various problems in your daily practice"

Specific Objectives

Module 1. 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 2. 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
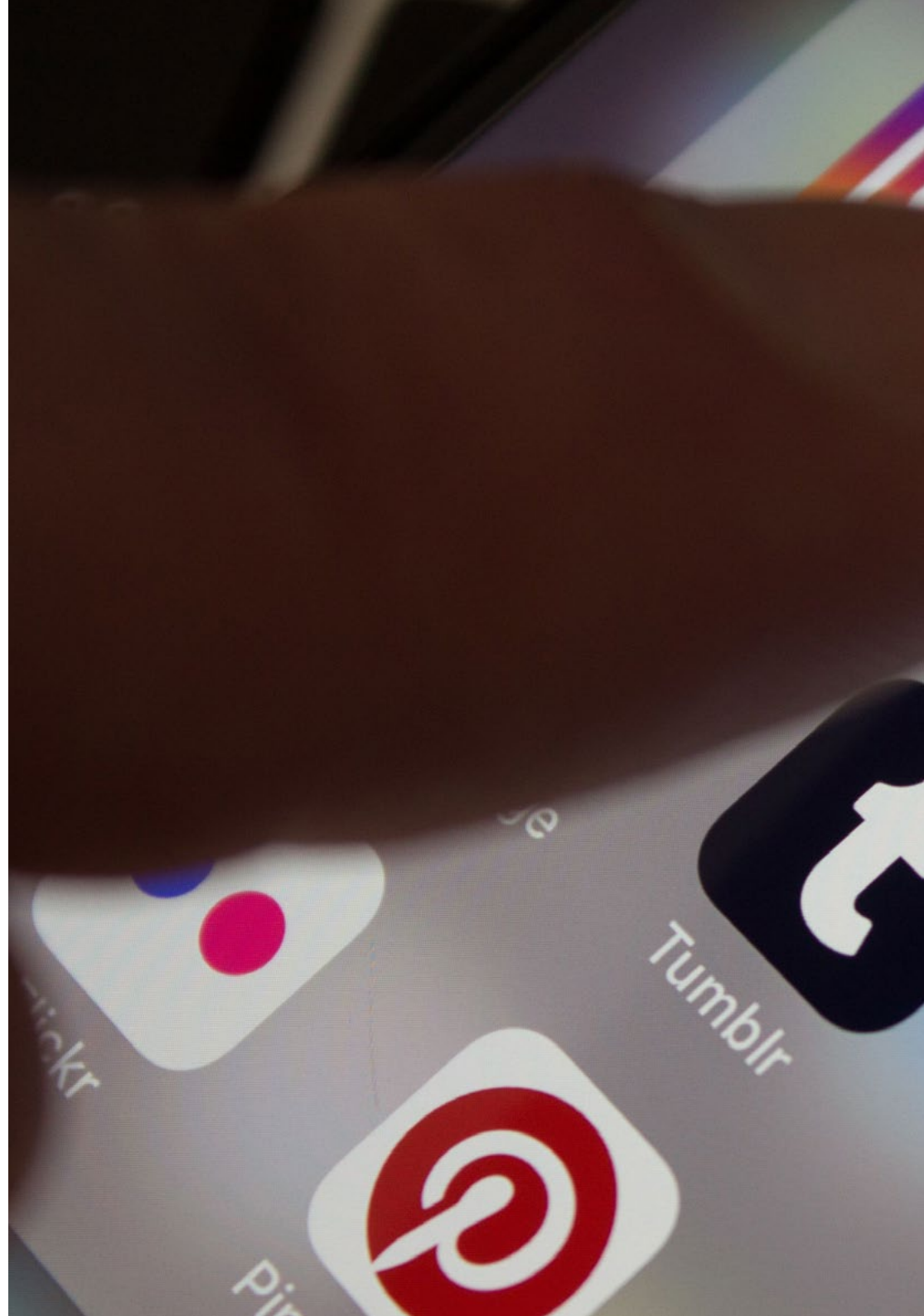
Module 3. Television Culture

- 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 4. Cyberculture and Digital Journalism of Cultural Contents

- Have knowledge of the development of cultures and cybercultures as essential contexts for understanding the rules that prevail in cyberspace
- Understand the transformation of traditional media and the emergence of new media
- Reflect critically on cultural phenomena and new communicative contexts
- Master journalistic writing and to be informed daily on current cultural events
- Know, identify, describe and understand the situation of cultural reality in contemporary societies, both in its creative and industrial dimensions
- Knowledge and application of technologies and systems used to process, elaborate and transmit information, as well as to express and disseminate informative and/or cultural creations

03
Course Management

In its commitment to pursue academic excellence, TECH brings together a first-rate teaching staff for this university program. These professionals have extensive professional experience, which has led them to form part of distinguished journalistic companies in the cultural field. They also have in-depth knowledge of audiovisual media. In this way, students will deepen their knowledge with the help of fully accredited experts.

Watch more news flash >

Delve into the latest trends in the field of Cultural Journalism with the best experts"

International Guest Director

Katherine Anne Roiphe is a prominent American **author** and **journalist** known for her **sharp cultural analysis** 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 Institute of Journalism, where she directs the **Reporting and Cultural Criticism Program**.

Roiphe grew up as the daughter of **psychoanalyst** Herman Roiphe and **renowned feminist** Anne Roiphe, which laid the foundation for her **intellectual interests**. She also 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. As such, 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 Cultural Reporting and Criticism Program at New York University, USA
- Essayist and Cultural Critic for publications such as Vogue, Harper's and The New York Times
- Author of several fiction and non-fiction titles such as *The Morning After: Sex, Fear, and Feminism on Campus* and *Still She Haunts Me*
- Professor at New York University's Arthur L. Carter Journalism Institute
- Ph.D. in English Literature from Princeton University
- B.A. in Literature from Harvard University

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 at Un Perro Andaluz Film School.
- Social Media Manager at Fraternidad-Muprespa
- Editor at Actúa Aragón
- Announcer 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 Universidad a Distancia de Madrid

04
Structure and Content

This academic itinerary is designed to educate cultural journalism professionals on the main market requirements. Under 4 comprehensive modules, students will delve into the study of the main audiovisual news genres (such as reports, news or editorials). In addition, the syllabus will provide advanced tools to stand out in the social networks most used by users. In this same line, the university program will integrate the keys of cyberjournalism and the methodologies to create digital contents that are complemented with the multimedia resources of the web.

You will expand your knowledge through the innovative Relearning methodology, which allows you to assimilate complex concepts with agility and flexibility"

Module 1. Cultural Information on the Radio

1.1. Information Objectives on the Radio
  1.1.1. Characteristics Compared to Other Media
    1.1.1.1. The Origin of the Radio
    1.1.1.2. Characteristics Compared to Other Media
    1.1.1.3. The Role of Radio Currently
  1.1.2. Radio Language
    1.1.2.1. What Language Allows Radio to Do
    1.1.2.2. Accent on the Radio
    1.1.2.3. The Retransmission of Events
1.2. Introduction to Cultural Radio Programs
  1.2.1. Synopsis and Headlines or Summaries
    1.2.1.1. Information Spaces
    1.2.1.2. Listener Participation in Information Spaces
    1.2.1.3. New Technologies in Radio
1.3. Report and Interview
  1.3.1. Report and Interview
    1.3.1.1. The Report
    1.3.1.2. The Interview
1.4. Continuity Elements
  1.4.1. Radio Fluency
    1.4.1.1. Speech and Vocal Moderation
    1.4.1.2. Repetition
1.5. Radio Script
  1.5.1. Tools for Cultural Journalists in Radio
    1.5.1.1. Radio Script
    1.5.1.2. Radio Documentation
    1.5.1.3. Style Manuals

Module 2. Audiovisual Culture

2.1. Audiovisual and Cultural Image
  2.1.1. Learning to Look
    2.1.1.1. The Study of the "Image-Culture" Relationship through Symbols
    2.1.1.2. Reading the Audiovisual Image
    2.1.1.3. The Textual Analysis Method
  2.1.2. Symbols in Visual Culture
    2.1.2.1. The Audiovisual Image as a Symbolic Form
    2.1.2.2. The Most Used Symbols in the Audiovisual World
2.2. Forms in Audiovisual Language
  2.2.1. The Law of Desire: Cinema as a Dream Factory
    2.2.1.1. The Three Creative Tasks of Audiovisual Language: Staging, Framing and Serialization
    2.2.1.2. The Spectator The Narrative Identification Process
    2.2.1.3. The Mythical Roots of Audiovisual Storytelling
2.3. Discourses in Audiovisual Language
  2.3.1. Audiovisual Discourse
    2.3.1.1. Audiovisual Discourse
    2.3.1.2. Classicism and the Rupture of Post-Modernism
2.4. Cinema and the Visual Imaginary
  2.4.1. The Narrative Dimension of the Imaginary
    2.4.1.1. The Narrative Dimension of the Imaginary
    2.4.1.2. Construction of the Identity
2.5. Images of Otherness
  2.5.1. Construction and Reconstruction of Archetypes
    2.5.1.1. The Representation of the Other
    2.5.1.2. Images of Otherness

Module 3. Television Culture

3.1. Theoretical Basis
  3.1.1. Basic Concepts and Differences with Radio and Other Media
    3.1.1.1. Basic Concepts of Television Production
    3.1.1.2. Difference with Film, Radio and Other Media
3.2. The Process of Television Creation
  3.2.1. Production in the Studio
    3.2.1.1. Particularities of Studio Recording
    3.2.1.2. Functions of the Production Professional
    3.2.1.3. Other Personnel and Technical Equipment
  3.2.2. Multi-Camera Techniques
    3.2.2.1. Differences with Respect to Single-Camera Production
    3.2.2.2. Camera Triangle
    3.2.2.3. Live Television
    3.2.2.4. The Play-List
    3.2.2.5. Magazines, the Debate, the Interview, the Staging
3.3. Documentary and Cultural Report
  3.3.1. Introduction to Documentaries
    3.3.1.1. Documentary and Journalism
    3.3.1.2. Interaction with Reality
    3.3.1.3. Creative Documentary
  3.3.2. Reporting
    3.3.2.1. Audiovisual Cultural Journalism
    3.3.2.2. Report, News and Editing
    3.3.2.3. Features of the Report
  3.3.3. The Documentary-Report Project
    3.3.3.1. Introduction
    3.3.3.2. Plot
    3.3.3.3. Context
    3.3.3.4. Synopsis and Structure
    3.3.3.5. Form and Style
    3.3.3.6. Public

Module 4. Cyberculture and Digital Journalism of Cultural Contents

4.1. Culture and Cyberculture
  4.1.1. Cyberculture and Digital Communication
    4.1.1.1. Basic Concepts
    4.1.1.2. New Cultural Model
    4.1.1.3. Emerging Culture and Cultural Product
  4.1.2. New Forms of Social Communication
    4.1.2.1. Popular Cyberculture
    4.1.2.2. Transculturation and Cybertransculturation
  4.1.3. Proactivity in Today's Society
    4.1.3.1. Digital Civilization
    4.1.3.2. Collective Intelligence
4.2. Cyberjournalism
  4.2.1. Creation of Digital Content
    4.2.1.1. Online Journalism
    4.2.1.2. Writing Cultural Content on and for the Web
  4.2.2. Communication 2.0 and 3.0
    4.2.2.1. Interactivity
    4.2.2.2. Social Network
  4.2.3. Hypertext and Multimedia
    4.2.3.1. The Impact of Hypertext on Traditional Journalistic Genres and the Development of New Genres
    4.2.3.2. Study and Application of Multimedia Resources in Web-Based Journalism

In this Postgraduate Diploma, you set the schedules you need to study according to your needs and obligations. Don't wait any longer and enroll now"

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%
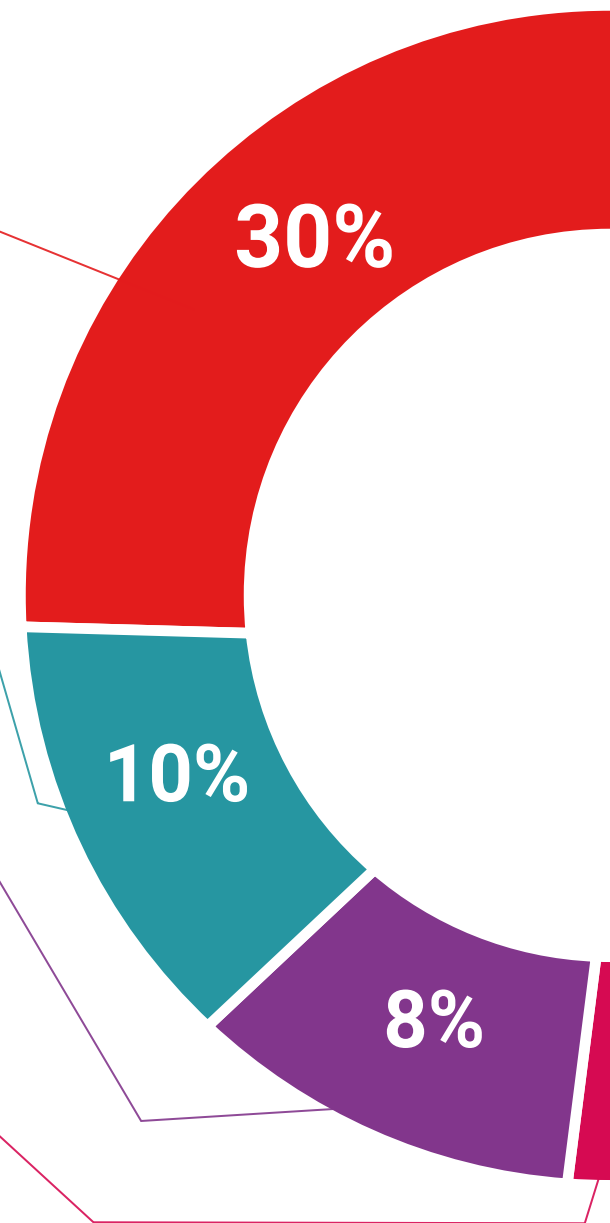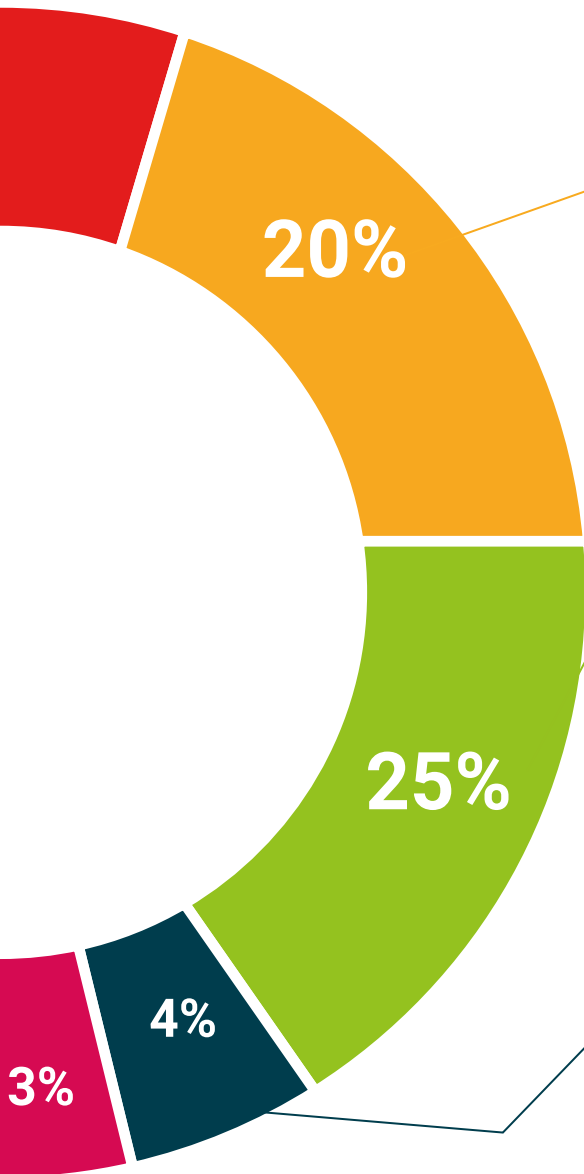
Case Studies

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 Journalism, Cyberculture and Audiovisual Media guarantees students, in addition to the most rigorous and up-to-date education, access to a qualification issued by TECH Global University.

"

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

This program will allow you to obtain a **Postgraduate Diploma in Cultural Journalism, Cyberculture and Audiovisual 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** 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 Diploma in Cultural Journalism, Cyberculture and Audiovisual Media**

Modality: **online**

Duration: **6 months**

Accreditation: **20 ECTS**

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

Postgraduate Diploma in Cultural Journalism, Cyberculture and Audiovisual Media

This is a program of 500 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

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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