

# Postgraduate Diploma

## Ethics and Conflict Resolution in Communication Research



## Postgraduate Diploma Ethics and Conflict Resolution in Communication Research

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

Website: [www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-ethics-conflict-resolution-communication-research](http://www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-ethics-conflict-resolution-communication-research)

# Index

01

Introduction

---

p. 4

02

Objectives

---

p. 8

03

Course Management

---

p. 12

04

Structure and Content

---

p. 16

05

Methodology

---

p. 22

06

Certificate

---

p. 30

# 01

# Introduction

Professional communication processes are no longer unidirectional. Today's society, endowed with immediate means of response and interaction, has developed the power of feedback in an unusual way. Public opinion has acquired greater relevance than in any other period. Ethics and decision-making form an essential basis for professionals to conduct different activities in this area, especially given the current situation. To achieve this basis, professionals must understand the limits involved and how to act in conflict situations, which are included in this training program.



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*A deep reflection on the ethical dilemmas  
in communication environments, essential  
for leaders in the sector”*

Research in communication sciences has its own protocols. Learning to identify the right approach, depending on the purposes pursued in the project, and recognizing and mastering the right tools for its development, is not so easy. The speed of technological evolution, on the one hand, forces professionals to be in constant contact with innovation. On the other hand, changes in consumer profiles, attitudes and expectations, make the message itself and its reality changeable and different according to the variables involved.

Ethics, absent in many courses, is, however, a core element when dealing with ethical dilemmas in communicative environments; limits of which we must be aware of, and responsibilities involved in information and content creation.

In the so-called information age, however, not having properly developed digital, critical thinking and information management skills, often results in ambiguous truths, speculation and unsubstantiated opinions that are often repeated without proper verification. For this reason, this program addresses basic algorithms that protect us from the so-called Fake News phenomenon and shield us from feeble information creation.

A novel and, at the same time, necessary element included in training we offer our students is a recap and in-depth study of reflective leadership skills. An observant, reflective, healthy and critical leadership that wisely chooses a rear-guard position to observe opportunities and scenarios where their dynamic activity can operate. An entire Module will be devoted to this, where students will study strategies to identify opportunities for change, action and results visibility.

This **Postgraduate Diploma in Ethics and Conflict Resolution in Communication Research** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Supplementary documentation databases are permanently available, even after the program



*Learn to identify the risks involved when there is an absence of basic ethical principles in communication”*

“ *A contextualized and real learning experience that you will be able to put into practice by means of new skills and competences* ”

Our teaching staff is made up of working professionals. That way, TECH is sure to offer students the updating objective it aims to provide. A multidisciplinary team of trained and experienced professors in different environments, who will impart the theoretical knowledge in an efficient way, but above all, and who will put at the service of the program the practical knowledge derived from their own experience; one of the differential qualities of this program.

This mastery of the subject is complemented by the effectiveness of the methodological design of this Postgraduate Diploma. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. In this way, students will cover with a range of convenient and versatile multimedia tools that will give them the operability they need during the training.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To do this remotely, TECH uses telepractice: with the help of an innovative, interactive video system and Learning from an Expert, students will be able to acquire the knowledge as if they were facing the scenario they are learning in real life. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

*This efficient Postgraduate Diploma will enable you to recognize and assertively manage ethical dilemmas in contemporary communication.*

*A practical and authentic program that will give you the tools required to disseminate and make your products visible once completed.*



# 02

# Objectives

TECH's objective is to create highly qualified professionals for work experience. An objective that is complemented in a global manner by promoting human development that lays the foundations for a better society. This objective is focused on helping Communication professionals reach a much higher level of expertise and command. A goal that, in just six months, you will be able to achieve with a highly intensive and precise course.





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*Distinguish the particularities of communication processes in the world today and the elements that undermine the veracity of each informative fact”*



## General Objectives

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- ♦ Learn to pose research problems
- ♦ Elaborate contextual frameworks
- ♦ Build and validate models
- ♦ Create and validate data collection instruments
- ♦ Master data analysis techniques
- ♦ Learn to structure academic and scientific texts
- ♦ Master academic and scientific writing
- ♦ Learn to participate in scientific meetings and make the results visible
- ♦ Develop information management, critical thinking and problem-solving skills





## Specific Objectives

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### Module 1. Ethics and Decision-Making for Communicators

- ♦ Value the ethical aspects associated with communication processes
- ♦ Identify the importance of applying fundamental ethical principles in the world today

### Module 2. The Power of Opinion and the Crisis of Communication

- ♦ Distinguish the particularities of communication processes in the world today and the elements that undermine the veracity of each informative fact
- ♦ Distinguish between truthful information and manipulated information

### Module 3. Reflective Leaders in Communication: Identifying Problems

- ♦ Hone problem-solving skills as a reflective leader and take advantage of opportunities in communication research
- ♦ Develop strategies to solve problematic situations



*Learn the necessary communication routines to generate creative processes that will lead you to success in your career"*



03

# Course Management

For our program to be of the highest quality, we are proud to work with a teaching staff of the highest level, chosen for their proven track record in the field of education. Professionals from different areas and fields of expertise that make up a complete, multidisciplinary team. A unique opportunity to learn from the best.





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*An impressive teaching staff, made up of professionals from different areas of expertise, will be your teachers during your training: a unique opportunity not to be missed”*

## Management



### Dr. Del Valle Mejías, María Elena

- ♦ Doctorate in Educational Sciences
- ♦ Expert in e-Learning, Platforms and Content
- ♦ Expert in Instructional Design by Competencies



04

# Structure and Content

The contents included in this Postgraduate Diploma have been developed by the different experts on the program with a clear purpose: to ensure our students acquire each and every one of the necessary skills to become true experts in the field.

A complete and well-structured program will take you to the highest standards of quality and success.







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*This Postgraduate Diploma in Ethics and Conflict Resolution in Communication Research contains the most complete and up-to-date scientific program on the market”*

## Module 1. Ethics and Decision-Making for Communicators

- 1.1. Ethics
  - 1.1.1. Concept
  - 1.1.2. The Object of Ethics
  - 1.1.3. The Value of Ethics
  - 1.1.4. Ethics and Morals
- 1.2. The Ethical Communicator
  - 1.2.1. Professional Responsibilities
  - 1.2.2. Veracity
  - 1.2.3. Objectivity
  - 1.2.4. Professional Secrecy and Respect for Privacy
- 1.3. Decision-Making
  - 1.3.1. Concept
  - 1.3.2. Processes Involved
  - 1.3.3. Types of Decision
  - 1.3.4. Requirements in Decision-Making
- 1.4. Ethical Dilemmas in Contemporary Communication
  - 1.4.1. Cyberbullying
  - 1.4.2. Information Limits
  - 1.4.3. Plagiarism
  - 1.4.4. Minorities and Discrimination
- 1.5. Risks and Opportunities in Ethical Reasoning
  - 1.5.1. Origin
  - 1.5.2. Consequences
  - 1.5.3. Main Settings
  - 1.5.4. Case Analysis
- 1.6. Argumentation and Ethics
  - 1.6.1. Concept
  - 1.6.2. Features
  - 1.6.3. Elements in Argumentation
  - 1.6.4. Argumentation Strategies



- 1.7. Micro Communication and Ethics
  - 1.7.1. Origin
  - 1.7.2. Consequences
  - 1.7.3. Main Settings
  - 1.7.4. Case Analysis
- 1.8. Communication Stakeholders
  - 1.8.1. Concept
  - 1.8.2. Primary Stakeholders
  - 1.8.3. Secondary Stakeholders
  - 1.8.4. Stakeholders Theory
- 1.9. Integrating Ethics in Decision-Making
  - 1.9.1. Norms and Principles in Decision-Making
  - 1.9.2. Decision-Making Processes
  - 1.9.3. Factors Influencing Decision-Making
  - 1.9.4. Criteria for Ethical Decisions
- 1.10. Challenges in Contemporary Ethics
  - 1.10.1. Ethics and Diversity
  - 1.10.2. Ethics and Human Freedom
  - 1.10.3. Ethics and Values
  - 1.10.4. Ethics, Purpose and Media

## Module 2. The Power of Opinion and the Crisis of Communication

- 2.1. Concept of Opinion
  - 2.1.1. Elements
  - 2.1.2. Related Concepts
  - 2.1.3. Opinion and Trends
  - 2.1.4. Opinion Analysis
- 2.2. Opinion vs. Speculation
  - 2.2.1. Elements
  - 2.2.2. Related Concepts
  - 2.2.3. Opinion and Trends
  - 2.2.4. Case Analysis

- 2.3. Basis of Opinions
  - 2.3.1. Psychological Basis of Opinions
  - 2.3.2. How Does an Opinion Form?
  - 2.3.3. Examples of Opinions
  - 2.3.4. Regulatory Framework for Opinions
- 2.4. Discourse in Communication
  - 2.4.1. Concept
  - 2.4.2. Elements in Discourse
  - 2.4.3. Discourse and Media
  - 2.4.4. Discourse and Context
- 2.5. Opinion and Minorities
  - 2.5.1. Concept
  - 2.5.2. Politically Managing Opinions
  - 2.5.3. Opinion and Gender
  - 2.5.4. Opinion and Public Opinion
- 2.6. Truth and Post-Truth
  - 2.6.1. Concepts
  - 2.6.2. Features
  - 2.6.3. The Context of the Emergence of Post-Truth
  - 2.6.4. Post-Truth and Ideology
- 2.7. Crisis in Communication
  - 2.7.1. Concept
  - 2.7.2. Causes
  - 2.7.3. Consequences
  - 2.7.4. How to Face It?
- 2.8. Knowledge Democracy or Standardization of Ignorance?
  - 2.8.1. Basic Concepts
  - 2.8.2. Spaces for Knowledge
  - 2.8.3. Levels of Knowledge in Contemporary Society
  - 2.8.4. Commitments

- 2.9. Reaction and Action
  - 2.9.1. Proactive Actions
  - 2.9.2. Reactive Actions
- 2.10. Authorities and Referents
  - 2.10.1. Concepts
  - 2.10.2. Basis of Authority
  - 2.10.3. Features
  - 2.10.4. Assessment Criteria

### Module 3. Reflective Leaders in Communication: Identifying Problems

- 3.1. Reflective Leaders in Communication
  - 3.1.1. Concepts
  - 3.1.2. Features
  - 3.1.3. Functions
  - 3.1.4. Importance
- 3.2. Reflective Leaders in Research
  - 3.2.1. Concepts
  - 3.2.2. Features
  - 3.2.3. Functions
  - 3.2.4. Importance
- 3.3. Reflective Leadership as a Skill
  - 3.3.1. Definition
  - 3.3.2. Importance
  - 3.3.3. Domain Levels
  - 3.3.4. Performance Indicators
- 3.4. Research Team Management
  - 3.4.1. Strategies
  - 3.4.2. Organisational Models
  - 3.4.3. Negotiating in Groups
  - 3.4.4. Assessment Criteria

- 3.5. Teamwork as a Skill
  - 3.5.1. Definition
  - 3.5.2. Importance
  - 3.5.3. Domain Levels
  - 3.5.4. Performance Indicators
- 3.6. Ideas and Strategies for Reflective Leadership
  - 3.6.1. Concept of Leader
  - 3.6.2. Concept of Reflective Leader
  - 3.6.3. Features
  - 3.6.4. Strategies Used by Reflective Leaders
- 3.7. Tools to Diagnose Problems
  - 3.7.1. Diagnosis
  - 3.7.2. Context Assessment
  - 3.7.3. Diagnostic Mechanisms
  - 3.7.4. The Importance of a Sound Diagnosis
- 3.8. Troubleshooting Tools
  - 3.8.1. Concept
  - 3.8.2. Features
  - 3.8.3. Tools
  - 3.8.4. The Importance of Problem-Solving as a Skill
- 3.9. Problem-Solving Resilience
  - 3.9.1. Concept
  - 3.9.2. Features
  - 3.9.3. Tools
  - 3.9.4. The Importance of Problem-Solving as a Skill
- 3.10. Reflective Leaders as Coaches
  - 3.10.1. Concept of Coach
  - 3.10.2. Features
  - 3.10.3. Importance
  - 3.10.4. Coaches' Main Tools



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*A comprehensive teaching program, structured in well-developed teaching units, oriented towards learning that is compatible with your personal and professional life"*

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.

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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.



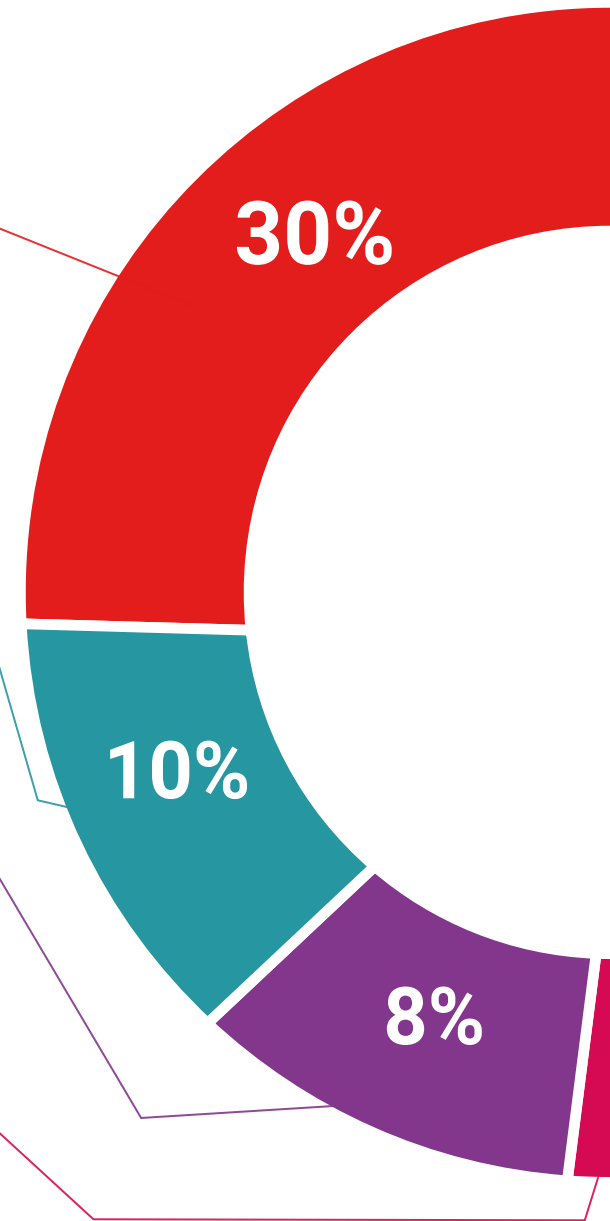
### Practising Skills and Abilities

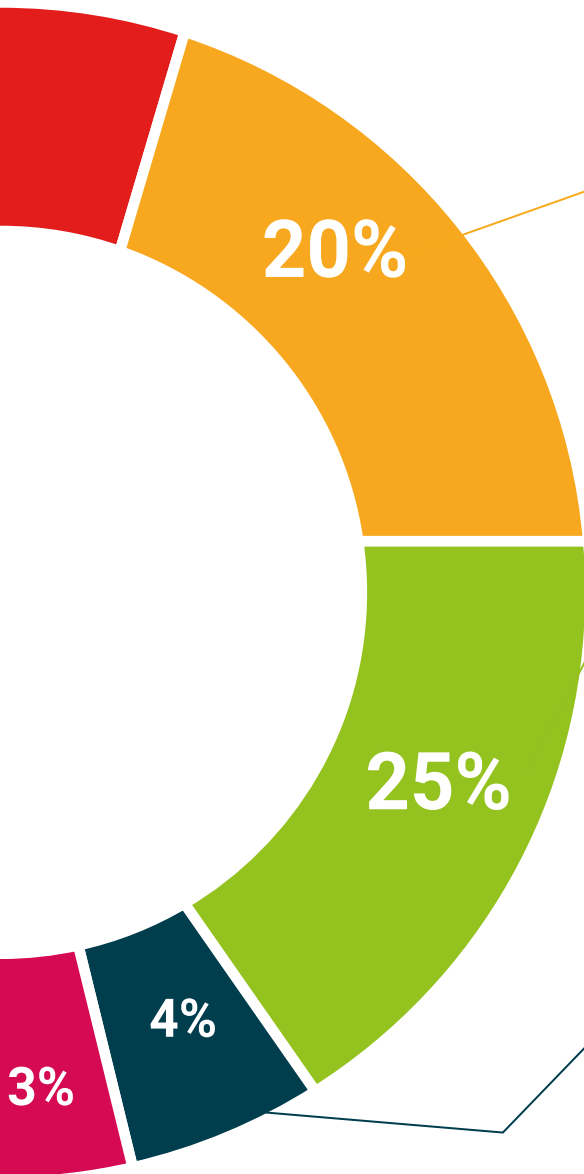
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.



06

# Certificate

The Postgraduate Diploma in Ethics and Conflict Resolution in Communication Research guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.





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

This **Postgraduate Diploma in Ethics and Conflict Resolution in Communication Research** contains the most complete and up-to-date educational program the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will express the qualification obtained in the Professional Master's Degree, and will meet the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Diploma in Ethics and Conflict Resolution in Communication Research**

Official N° of Hours: **450 h.**





future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

**tech** technological  
university

personalized service innovation

knowledge present  
Resolution in  
Communication Research

development language

virtual classroom

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

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## Ethics and Conflict Resolution in Communication Research

