Postgraduate Diploma

Mobile Photojournalism, Social Networking and Photographic Ethics

tech global university

![tech global university logo]

Postgraduate Diploma

Mobile Photojournalism, Social Networking and Photographic Ethics

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **18 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-mobile-photojournalism-social-networking-photographic-ethics

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01

Introduction

Nowadays, with the arrival of new cell phones and the extreme quality that they can provide in their photographs, mobile photojournalism has gained a real space in the profession. This program is a complete process of specialization in the tools and advances that have been incorporated into mobile cameras, in addition to knowing which accessories are the best to complement the work of the photojournalist when using this device in their work. A complete review that will also address the social networks and ethics that influence and determine the current use of images in this context.

Learn quickly and easily how to convert your photos taken with your cell phone into professional quality images, how to work with them in the networks and how to include in your practice the guidelines of photographic ethics"

Mobile photojournalism has been slowly making its way into the media. Due to advances in technology and the irruption of the Internet, with its demand for instantaneousness, smartphones have become a key tool in the daily work of the photojournalist.

Prejudice against mobile photography stems from the misuse of this device during the period when it was incorporated into society, as the responsibility was delegated to editors who had no knowledge of image taking. In addition, the camera features had many shortcomings compared to SLRs. Nowadays, thanks to the evolution of the devices, they have achieved a quality worthy of being published in the media.

Comparing the advantages and disadvantages of working with a smartphone or with a camera is one of the notions you need to be very clear about in order to be efficient in this professional field. Knowing how to weigh up which situations require the use of the cell phone and when it is more valuable than a snapshot taken by the camera. Portability and instantaneity play a crucial role in certain circumstances.

The incorporation of mobile photography in the multimedia era is a topic that will be explored in depth. Discover which applications are the most useful for editing and designing images intended for networks or media websites.

Finally, we take a look at the references of this specialization, investigating the pioneers of mobile photojournalism and studying the award-winning projects.

In another section we will take a look from the beginnings of images on the Web to the present time. To this end, we will study the different expressions of informative images that have appeared on the network, including citizen journalism as a new genre with important implications in the perception of the audience, the use that some media make of photojournalism in social networks and also how prominent photojournalists use their accounts in social networks.

In addition, TECH will give an overview of the main platforms for photo publishing today by the general public and professionals, and their advantages and disadvantages will be presented. Both general social networks and those specific to photographic material will

be analyzed. And in order to complete the overview of networks and applications, some auxiliary tools will be presented to optimize the photographer's work.

In addition, we will see the possibilities offered at this time by the network to market our photographs through platforms, which are many and varied, although there is always the option of marketing them ourselves, of which we will also see some examples. In relation to this, it is interesting to delve into the different modes of expression of image galleries, so the characteristics of the portfolio, the image galleries and the photo-essay will be addressed. No less important is to know the most relevant photographic events in which to participate, including some specialized in smartphone photography.

Finally, and to conclude the module, it is considered necessary to address the verification of content insofar as images have acquired great prominence in the *Fake News* phenomenon, both for their decontextualized use and for the manipulation to which, on too many occasions, they are subjected.

Photojournalistic ethics constitutes, within the science of communication, a complex field of great interest for specialists and citizens. The limits of the image are not as well studied by the academy as the written ones, which is why throughout history there have always been confrontations on this subject.

"

Learn how to take advantage of the different options that today's cell phones offer the professional photographer, incorporating the most interesting innovations in this field"

Media photographs must be truthful and respectful. Because of this, any behavior of manipulation or infringement of the individual's image rights is condemned. Situations similar to this description are increasingly being discussed with the advent of the Internet, where it is almost impossible to control the flow of photographs and the so-called "citizen witness" has carte blanche to publish any image.

Determining the limits that an informative image should not exceed requires an analysis of the values of the individual and of society, and it is important to assess the extent to which non-specialization prevails.

In this module, photojournalistic ethics are approached from different perspectives through real cases. This will make it possible to differentiate between different debates: the manipulation of the image, the rights of the individual and the sensitivity of the viewer.

Clarifying certain expert positions on the most controversial subjects helps to build up one's own idea of what is or is not allowed in photographs that deal with children, immigrants or situations of humanitarian crisis or conflict.

Discovering the cases of editing and intentionality in image taking make up a data scheme that helps to better position oneself within a field that has no stipulated rules. In addition, the presence of cases that overcome the limits of the image (comics) opens a path of creativity and innovation in photography and ethics.

Finally, the property rights to learn how to use the image in a legal way and attributing the authorship of the projects are exposed.

This **Postgraduate Diploma in Mobile Photojournalism, Social Networking and Photographic Ethics** contains the most complete and up-to-date academic course on the university scene. The most important features of the program include:

- 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
- Banks of complementary documentation permanently available, even after the course

A highly specialized Postgraduate Certificate that includes the study of the most innovative and efficient technology for taking photographs from mobile devices and the use of the most widely used apps"

Acquire the most accurate knowledge about the advantages and disadvantages of using cell phones to take pictures to implement the added value it can bring at the right moments"

Essential learning for the journalism and photography professional, in the age of instantaneity, to avoid being left out of the labor market.

You will learn about the works that have become benchmarks in the profession, learning from them through a complete analysis.

The team of teachers of the Postgraduate Diploma in Mobile Photojournalism, Social Networks and Photographic Ethics has extensive experience in teaching at university level, both in undergraduate and graduate programs, and extensive experience as working professionals, which allows them to know, first hand, the deep trans-specialization that this sector suffers, with the incorporation of new models of viewer or receiver of messages, control of networks, etc. Their direct experiences, their knowledge, as well as the analytical capacity of the faculty are the best source to grasp the keys to the present and the future of a vocational and exciting profession for those who love sports and communication.

The methodology of TECH Technology University's Postgraduate Diploma, in online format, allows breaking down the barriers imposed by work obligations and the difficult reconciliation with personal life.

All this educational compendium makes this Postgraduate Diploma a degree of specialization that compiles all the aspects that are relevant and essential to turn the Journalism professional into an authentic expert in this profession.

02
Objectives

The objective of this specialization is to enable students to learn how to optimally use cell phones in professional journalistic photography, learning how to manage the impact of the networks in a positive way and to respect the basic ethical rules in this work. For this, TECH has established the necessary learning in each and every one of the areas of development of this field, including general and cultural knowledge that will allow you to interpret the professional landscape and adapt to each requirement, creating informative, impactful and interesting images for any media.

Turn your cell phone into an incomparable and versatile working tool in photojournalism, with the practical skills you will get in this Postgraduate Diploma"

General Objectives

- Examine the features of the mobile camera
- Compose a framework of references to inspire and learn from
- Generate notions of editing and design
- Identify the main differences with the SLR camera
- Determine the importance of the impact of the Internet on photojournalism
- Analyze the use that media and professionals make of the network
- Discern the various possibilities that the network offers photojournalists
- Clarify the landscape of the debate
- Analyze the legal limits
- Identify the ethical questions
- Present the main media cases

Specific Objectives

Module 1. Mobile Photojournalism

- Generate specialized knowledge on the use of mobile editing applications
- Construct a report using only a cell phone
- Determine which accessories help in the image acquisition
- Establish the most relevant indications to improve photography
- Examine the use of the dual camera
- Innovate image presentation with design applications
- Inspire the final work in other projects
- Recognize in which situation it is more effective to use the mobile camera

Module 2. Social Networks and Verification in Photojournalism

- Examine how the image has entered the Web
- Determine the importance of citizen photojournalism in today's news landscape
- Analyze the use of images by national and international media in their social media strategies
- Establish the advantages and disadvantages of publishing images on generalist networks
- Develop the advantages and disadvantages of using specific networks for images
- Address how to publish, distribute and even market the photographs
- Understand the use of images in fake news

Module 3. Image Rights in Photojournalism

- Generate specialized knowledge on photo protection
- Analyze the treatment of the child
- Examine minority representation
- Differentiate between manipulation and intentionality and the different types of manipulation
- Clarify new ways of visual representation
- Identify what the Constitution says about the right to an image
- Recognize the difference between public interest and public interest as applied to the image (morbidity)

A high-quality training course, with the most developed teaching resources, created to help you achieve the best results, optimizing your effort and dedication and learning in a constant and progressive way"

03
Course Management

Your professors have been chosen from among the most competent photojournalism experts in teaching, so that they include teaching skills and media experience. A compendium of skills that make up a teaching staff of the highest quality for an exceptional expert.

A teaching staff of professionals in this area that will offer you, in addition to specialization and knowledge, a broad and contemporary vision of the reality of the profession"

Management

Mr. Sedano, Jon

- Degree in Journalism (2017)
- Master´s Degree in Research and new audiences (2018)
- Autumn Doctoral School in Communication held at the University of Málaga (2019)
- Doctoral Summer School celebrated at the University of Alicante 2019
- Doctoral Summer School celebrated at the University of Navarra 2018
- Photojournalism Teacher at the University of Malaga
- Professor of the workshop "Photojournalism: Ethics in the face of biological risk and health emergencies" at the XIV International Conference of the University of Malaga on Security, Emergencies and Catastrophes
- Professor of the workshop "Photojournalism: Ethics in the face of desolation" at the XIV International Conference of the University of Málaga on Security, Emergencies and Disasters
- Professor of the workshop "Verification in the Digital Era: Hoaxes, fake news and disinformation" of the University of Málaga
- Professor of the workshop "Communication and micro-narratives through Instagram" at the University of Malaga
- Production of audiovisual educational guides: narrative, technical and legal planning
- Diario SUR Multimedia Correspondent
- Freelance at El País
- Director of the specialized media La Casa de EL
- Contributor in Radio 4G
- Contributor in Radio Pizarra
- ECC Ediciones
- Dolmen magazine article writer

Professors

Dr. Blanco, Sonia

- PhD in Audiovisual Communication at the University of Malaga
- Degree in Journalism from the University of Malaga. 2001
- Associate Professor at the Department of Audiovisual Communication and Advertising of the University of Malaga
- She regularly gives lectures and courses on social networks and their application to the media, such as the Scripps Howard Seminar on journalism ethics organized by the International Center for Journalists (ICFJ)
- She has taught and lectured as a guest lecturer at various universities such as University College Dublin (UCD, Dublin, Ireland), Konkuk University (Seoul, South Korea), Monteávila University (Caracas, Venezuela) and the University of Antioquia (Medellín, Colombia), as well as various Postgraduate Diploma courses in digital skills, for leading journalistic companies such as Cadena Capriles in Caracas, Venezuela
- Professional training courses and workshops for journalists on the use of social networks in the professional environment
- Collaborator in traditional written media, radio and television (Hoy en Día on Canal Sur, llegó la hora on 101 TV and Málaga a Examen on Canal Málaga)

Dr. Duque Serrano, Blanca

- Graduate in Journalism from the University of Malaga 2019
- Graduate in Journalism (University of Malaga, 2015-2019)
- Master's Degree in Research on Media, Audiences and Professional Practices in Europe (University of Málaga, 2019- 2020)
- Lines of Research: Photojournalism teaching in Spain, photojournalistic ethics, photojournalistic verification
- Photojournalistic disinformation during the Covid-19 pandemic at the XII International Congress of Cyberjournalism (University of the Basque Country 2020)
- Intern in the Quality Department of the University of Malaga, academic year 2018-2019
- Intern in the Department of Journalism at the University of Malaga, academic year 2019-2020

A unique specialization experience, key and decisive to boost your professional development"

04
Structure and Content

The content of this training will allow you to learn all aspects of the different disciplines involved in this area through a very complete and well-structured program that will take the student to the highest standards of quality and success. A complete review that will take the student in a stimulating and intensive way to the highest level of learning.

"

A very complete syllabus, organized in such a way that your learning is constant, stimulating and very efficient, converting your effort into real work capacity"

Module 1. Mobile Photojournalism

1.1.   The Multimedia Era
    1.1.1.   The Importance of Mobile Photojournalism
    1.1.2.   The Presence of Mobiles in the Media
    1.1.3.   Technological Advances in Devices
    1.1.4.   Internet and Social Media
    1.1.5.   *Mobile Photo Group*

1.2.   Technical Characteristics of Smartphones
    1.2.1.   Pixels
    1.2.2.   Focal Aperture
    1.2.3.   Dual Camera
    1.2.4.   Screen
    1.2.5.   Camera Options

1.3.   Pros and Cons of Mobile Photography
    1.3.1.   Portability: Size and Weight
    1.3.2.   Immediacy
    1.3.3.   Image Quality
    1.3.4.   Temporary Efficiency
    1.3.5.   Flash
    1.3.6.   Panoramic
    1.3.7.   Zoom
    1.3.8.   Photographs that Exist Thanks to Mobile Phones (Pandemic, Franco's Exhumation)

1.4.   Accessories
    1.4.1.   Adaptable Targets
    1.4.2.   Tripods
    1.4.3.   Covers
    1.4.4.   Flash's
    1.4.5.   Printer
    1.4.6.   Gimbal

1.5.   Technique and Typology
    1.5.1.   Lighting
    1.5.2.   Grid
    1.5.3.   Don´t Use Zoom
    1.5.4.   Creativity: New Challenges
    1.5.5.   Street Photography
    1.5.6.   Frame Photography
    1.5.7.   Night Photography

1.6.   Camera Applications
    1.6.1.   Advantages
    1.6.2.   Free and Paid
    1.6.3.   Manual Camera: DSLR Professional Camera
    1.6.4.   Open Camera

1.7.   Editing Applications
    1.7.1.   Advantages
    1.7.2.   Free and Paid
    1.7.3.   VSCO
    1.7.4.   Pixlr

1.8.   Snapseed
    1.8.1.   Brightness, Light and Saturation
    1.8.2.   Brush
    1.8.3.   Blurring
    1.8.4.   Curves
    1.8.5.   Stain Remover
    1.8.6.   Details

1.9.   From Photography to Multimedia Presentation
    1.9.1.   Design
    1.9.2.   Free and Paid
    1.9.3.   StoryChic
    1.9.4.   Strory Lab
    1.9.5.   Mojo
    1.9.6.   Story Maker
    1.9.7.   Unfold

Module 3. Image Rights in Photojournalism

Learn, practice and position your CV amongst the most competitive in the sector"

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"

At TECH we use the Case Method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"

At TECH you will experience a way of learning 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

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Relearning.

In 2019 we obtained the best learning results of all Spanish-language 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 Spanish-speaking university qualified 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 Spanish 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:
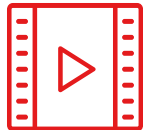
Study Material

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.

30%

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.

10%

Practising Skills and Abilities

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

8%

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.

20%

25%

4%

3%
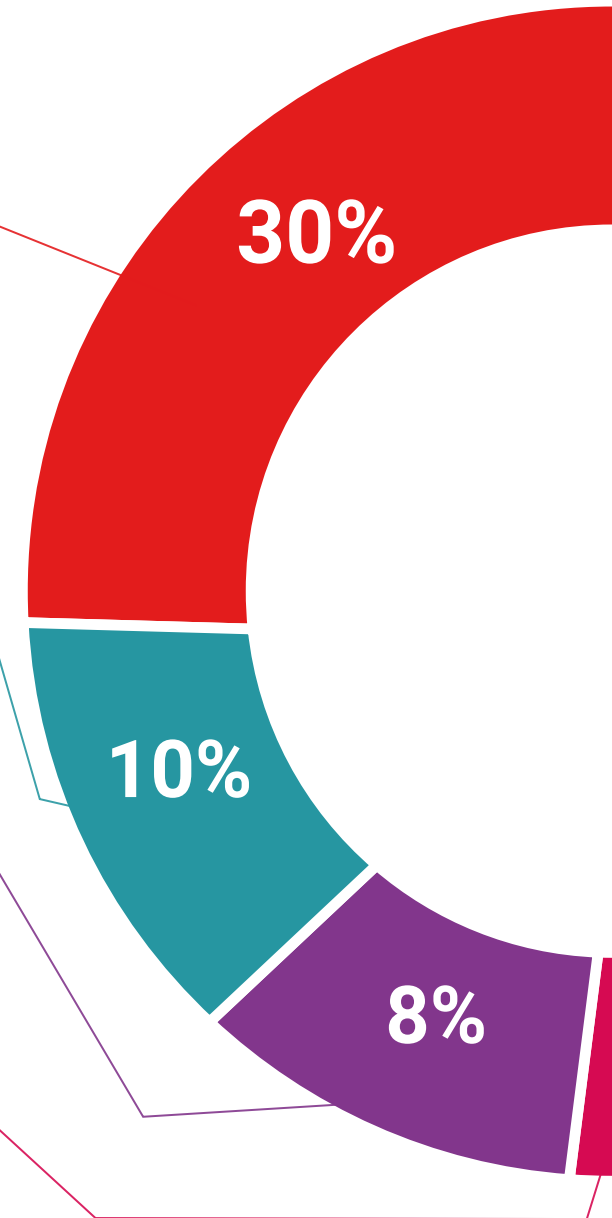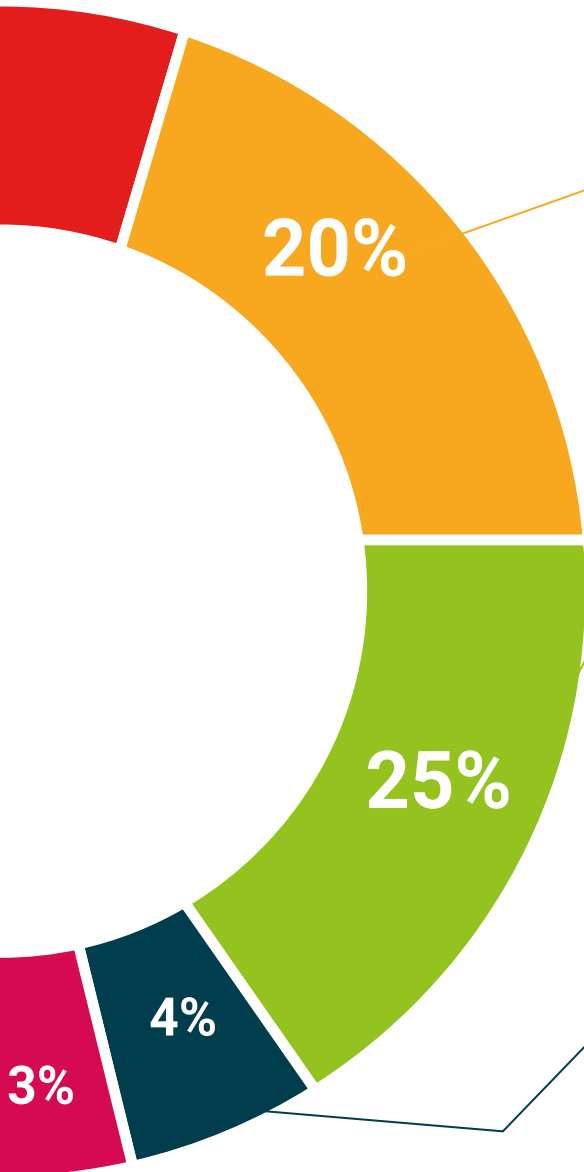
Case Studies

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 Mobile Photojournalism, Social Networking and Photographic Ethics guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Diploma qualification issued by TECH Global University.

Successfully complete this training program and receive your certificate without travel or laborious paperwork"

This program will allow you to obtain your **Postgraduate Diploma in Mobile Photojournalism, Social Networking and Photographic Ethics** 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.
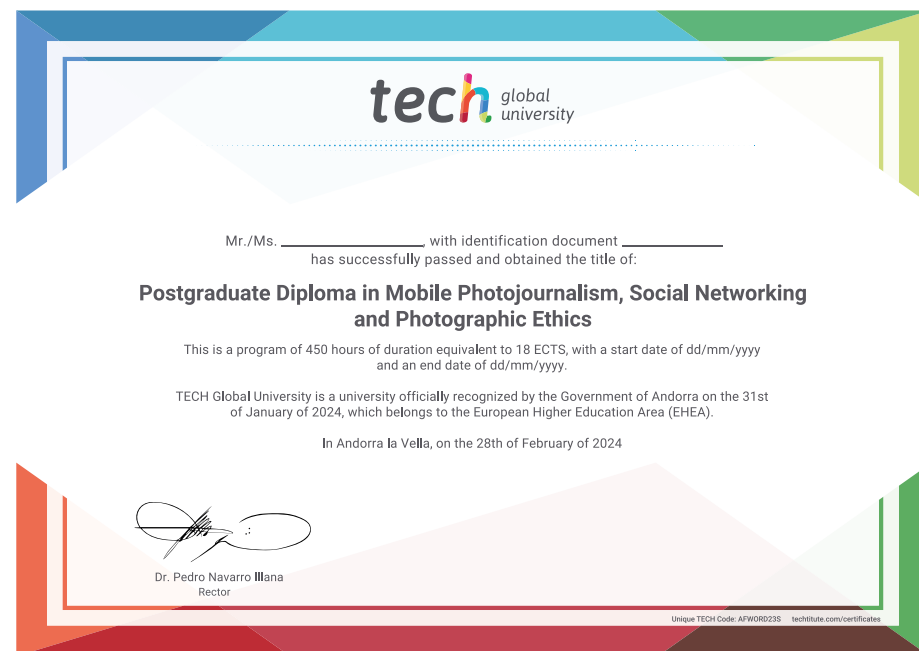
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Mobile Photojournalism, Social Networking and Photographic Ethics**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**

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tech global university

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

Postgraduate Diploma in Mobile Photojournalism, Social Networking and Photographic Ethics

This is a program of 450 hours of duration equivalent to 18 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
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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*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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