Postgraduate Diploma

New Communication, Networks and Multimedia Journalism

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Postgraduate Diploma
New Communication, Networks and Multimedia Journalism

- Modality: **online**
- Duration: **6 months**
- Certificate: **TECH Global University**
- Credits: **14 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-new-communication-networks-multimedia-journalism

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01

Introduction

Multimedia journalism is here to stay. Audience needs are developed through multiple channels and communication channels; genres have blurred their boundaries with the convergence of media. Journalists now need a multi-media conception of information, with extensive knowledge in the areas of new technologies, specialized journalism and the audiovisual field.

A complete and multidisciplinary Postgraduate Diploma, which will allow you to acquire the necessary competences for the new communication paradigm"

Society has changed substantially in the way it relates to each other. Communication has become an almost organic process between distant places; immediacy has displaced rigor; opinion has taken a leading role in the process. In this context, the journalists become an intermediary agent who need to reinvent their role.

The new tools, the new communication projects and the new economic imperatives of the sector require the professional to have a specific program, focused on the practice of journalism in a digital environment. These changes are associated with new social and ethical responsibilities of great importance, related to the role of journalists in social media, their capacity to influence as opinion leaders, and their moral responsibility in the handling of information: its positive and negative aspects. During this program we will enable a detailed analysis of this new panorama, in constant evolution, detecting specific features, possibilities and limitations of great interest for journalists of the 21st century. And above all, opening new paths and avenues of development and evolution that will propel the journalists in their career towards success.

This **Postgraduate Diploma in New Communication, Networks and Multimedia Journalism** contains the most complete and up-to-date program on the market. The most important features 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
- Supplementary documentation databases are permanently available, even after the program

All the steps of developing a digital communication project in a practical and interactive program.

A comprehensive and well-developed program that will enable you to be at the cutting edge of contemporary journalism"

The management of networks and new channels developed throughout a comprehensive and effective program will enable"

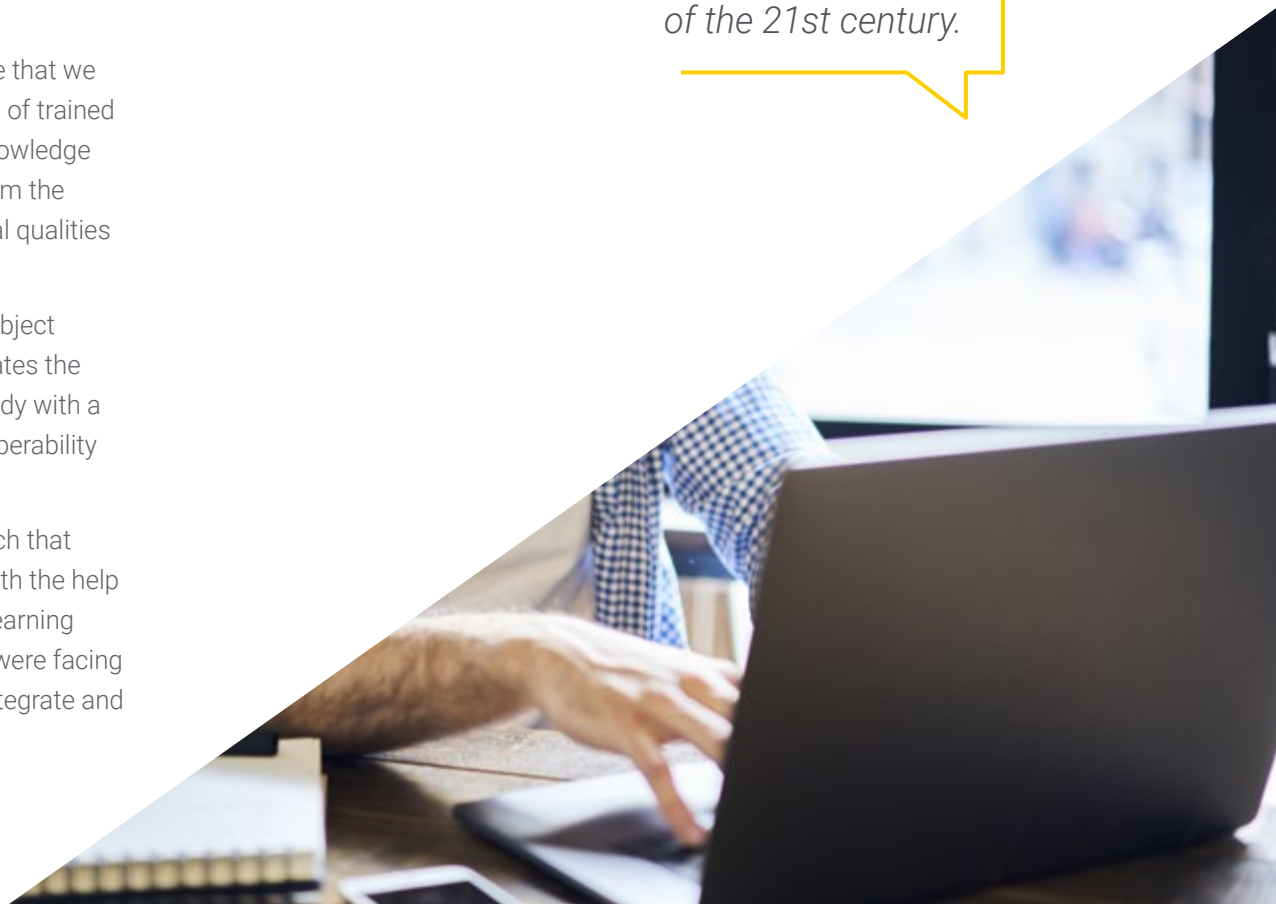
Digital communication and its impact on today's society, from the point of view of contemporary journalism.

The instrumental and conceptual tools necessary for the new journalist of the 21st century.

Our teaching staff is made up of practicing specialists. In this way we ensure that we provide you with the instructional update we intend. A multidisciplinary team of trained and experienced professionals will enable the development of theoretical knowledge in an efficient manner, but, above all, they will put at the service of the program the practical knowledge derived from their own experience: one of the differential qualities of this program.

The effectiveness of our methodological design enhances mastery of the subject matter. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. In this way, you will be able to study with a range of , comfortable and versatile multimedia tools that will give you the operability you need in your education.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To achieve this remotely, with the help of an innovative interactive video system, and through the telepractice and learning from an expert systems, you will be able to acquire the knowledge as if you were facing the case you are learning at that moment. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.



02

Objectives

Our objective is to prepare highly qualified professionals for the working An objective that is complemented, moreover, in a global manner, by promoting human development that lays the foundations for a better society. This objective is focused on helping professionals reach a much higher level of expertise and control. A goal that, in just six months, you will be able to achieve with a highly intensive and precise program.

Our goal is simple: to offer you high-quality specialization, with the most developed teaching resources so that you achieve the best results with little effort"

General Objective

- Demonstrate that new tools, new communication projects and new economic imperatives of the sector can open up new questions about the practice of journalism in a digital environment
- Study how social media influence the communication process and what strategies and solutions the professional can apply
- Obtain a critical and in-depth knowledge of information sources: evolution, functions and forms of exploitation, and develop the spirit of research and the ability to analyze problems with the new tools of journalism, reasoning in a rigorous and systematic way
- Acquire tools for the analysis, design and implementation of journalistic initiatives based on storytelling and narrative strategies

Enroll in the best program in New Communication, Networking and Multimedia Journalism in the current university panorama"

Specific Objectives

Module 1. Digital Communication and Society

- Analyze the relationship between society and social networks
- Define the network society and networks
- Enter into the new concept of time
- Study the digital generation
- Explore global communication
- Know the journalistic production models
- Contemplate the challenges of the profession
- Analyze the concepts of prestige and credibility
- Understand how fake news works

Module 2. Journalism and Social Media

- Analyze the position of journalists on social platforms
- Examine media on social platforms
- Examine media profiles on social platforms
- Know about contact networks and relationships with sources in social environments
- Reflect on journalistic ethics in social media
- Learn ways to tell a story on social platforms

Module 3. New Narrative Forms

- Know about digital storytelling
- Learning participatory mechanisms for the elaboration of information
- Explore multiplatform content
- Know about transmedia journalistic projects
- Study immersive and ubiquitous journalism

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.

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

Management

Dr. Loaiza Pérez, Alfonso

- D. in Media, Communication and Culture from the Autonomous University of Barcelona
- Master's Degree in Social Communication from Pompeu Fabra University
- Master's Degree in Sports Journalism from the Pompeu Fabra University
- Degree in Communication from the University of Seville
- Journalist He has collaborated in media such as TV3 and El País and has published the book "Siempre saltando vallas Women's sports and the media"

10:25AM
NEWS
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CONSTRUCTION
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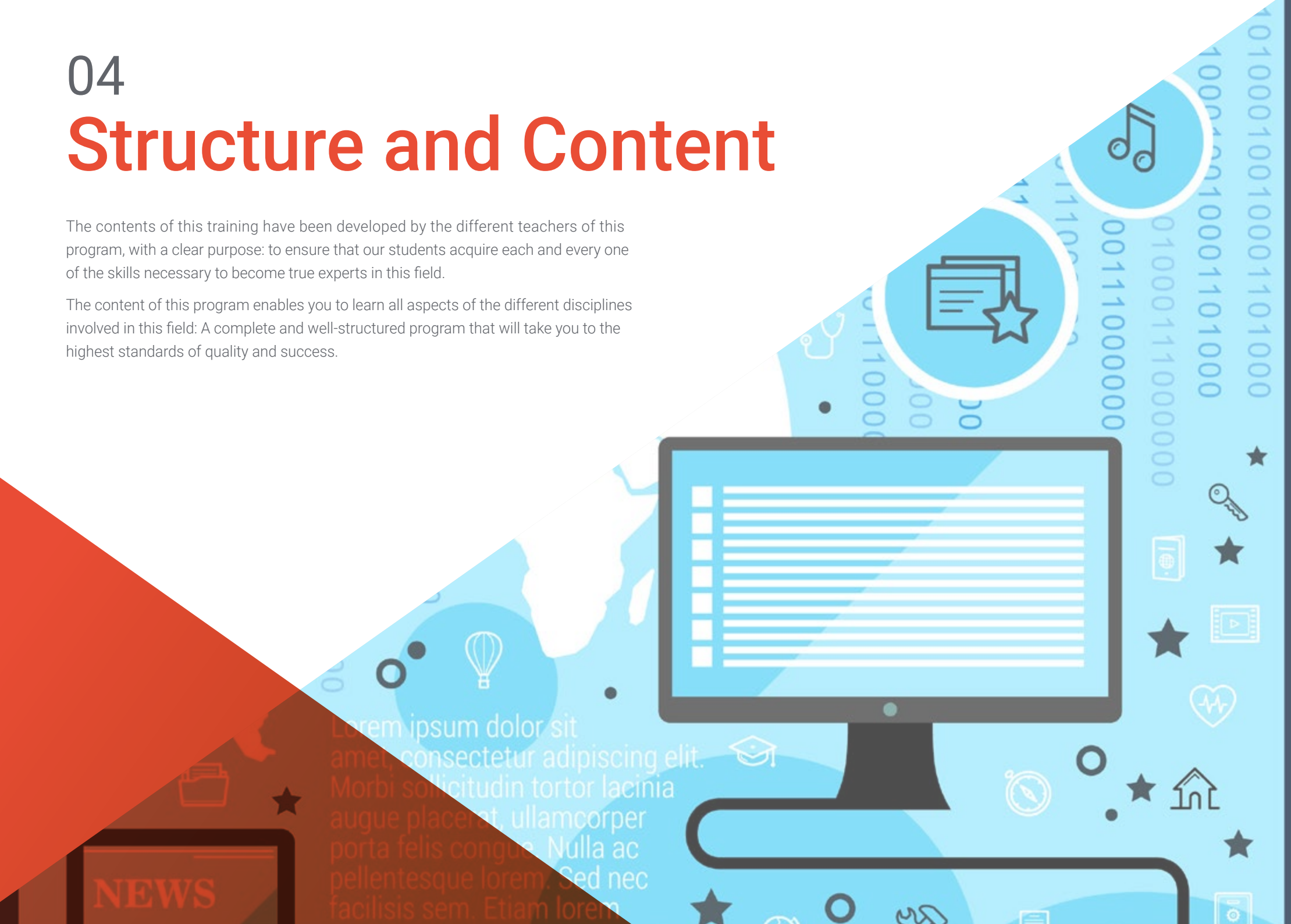
'Internet is the technology of the future'
COMMUNICATIONS

04

Structure and Content

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

The content of this program enables you to learn all aspects of the different disciplines involved in this field: A complete and well-structured program that will take you to the highest standards of quality and success.



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

Module 1. Digital Communication and Society

1.1. Network-Society vs. Social Networks
- 1.1.1. The New Landscape of the Network Society
  - 1.1.1.1. Context
  - 1.1.1.2. Definition
- 1.1.2. Concepts of the Network-Society and Networks
  - 1.1.2.1. Informationalism
  - 1.1.2.2. Hypertext
  - 1.1.2.3. Network-Society vs. Information Society
  - 1.1.2.4. Self-Programmable, Generic Workers and the Situation of Women Workers
  - 1.1.2.5. Innovation
  - 1.1.2.6. Power and Counter-Power in the Network-Society
  - 1.1.2.7. Flow Space and Timeless Time

1.2. The Acceleration of Time
- 1.2.1. The Acceleration of Time in Global Capitalism
  - 1.2.1.1. Technological Time

1.3. The Digital Generation
- 1.3.1. Digital Natives and Digital Immigrants
- 1.3.2. Generations Living Together in the Digital Age
- 1.3.3. Discussion and Critique of the Concept of Digital Generation

1.4. Global Information Order vs. Global Communication
- 1.4.1. Globalization Context
- 1.4.2. The New World Information and Communication Order
- 1.4.3. The MacBride Report
- 1.4.4. Discussion. The Return of MacBride?

1.5. Journalistic Production Models
- 1.5.1. Traditional Journalism Model
- 1.5.2. Academic Journalism Model
- 1.5.3. Content Farms or Low Cost Information Model
- 1.5.4. Digital Feudalism
- 1.5.6. The Open Journalism Advocacy Model
- 1.5.7. The Spanish boom in new media and open source. BORRAR

1.6. Challenges of the Profession
- 1.6.1. The Breakdown of the Traditional Business Model
- 1.6.2. Journalists in the New Virtual World
- 1.6.3. Journalist Ethics in the Digital Era

1.7. Prestige and Credibility
- 1.7.1. Credibility and Prestige in the Digital Age
- 1.7.2. Fake News

Module 2. Journalism and Social Media

2.1. Journalists on Social Platforms
- 2.1.1. The Journalist as a Company-Brand in the Virtual World
- 2.1.2. Singularities in Social Media
  - 2.1.2.1. The Twitter Case
  - 2.1.2.2. The Bloggers
  - 2.1.2.3. User Comments
- 2.1.3. The Role of the Journalist in Social Media

2.2. Media on Social Platforms
- 2.2.1. The Use of Network Media

2.3. Media Profiles on Social Platforms
- 2.3.1. Examples of Network Profiles

2.4. Networking and The Relationship with Sources in Social Environments
- 2.4.1. Sources in Social Media
  - 2.4.1.1. General Considerations
  - 2.4.1.2. Changes in the Relationship with Sources in Social Media
  - 2.4.1.3. Advantages and Risks of Social Networks as Information Sources
  - 2.4.1.4. Changes in the Ways of Working with Sources of Social Media
- 2.4.2. Twitter as a Source of Information
- 2.4.3. The Source as a Means of Communication in Itself
  - 2.4.3.1. The WikiLeaks Case
  - 2.4.3.2. The Case of Athletes and Artists

2.5. Journalistic Ethics and Information Transparency in the Social Media
- 2.5.1. Ethics in Social Media
  - 2.5.1.1. General Considerations
  - 2.5.1.2. Characteristics of the Journalist in Social Media
  - 2.5.1.3. Hacker Ethics
  - 2.5.1.4. Verification Techniques
  - 2.5.1.5. Information Transparency in Social Media

2.6. Narration of Information on Social Platforms
- 2.6.1. The Role of Social Networks in Transmedia Narratives
  - 2.6.1.1. General Considerations
  - 2.6.1.2. The Characteristics of Transmedia Narratives in Social Networks
  - 2.6.1.3. Example of Transmedia Narratives in Social Networks
  - 2.6.1.4. Social Networks in Television Participation
    - 2.6.1.4.1. Lost: Transmedia Product Prototype
- 2.6.2. Media Prosumers

Module 3. New Narrative Forms

3.1. Digital Storytelling
- 3.1.1. The Role of Narrative Forms

3.2. Participatory Mechanisms for the Elaboration of Newspaper Narratives

3.3. Multiplatform Content

3.4. Transmedia Projects

3.5. Immersive and Ubiquitous Journalism
- 3.5.1. Principles for the Design of Immersive Information Experiences
- 3.5.2. Virtual reality
- 3.5.3. Principles for the Design of Mixed Information Experiences
- 3.5.4. Augmented Reality

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.

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

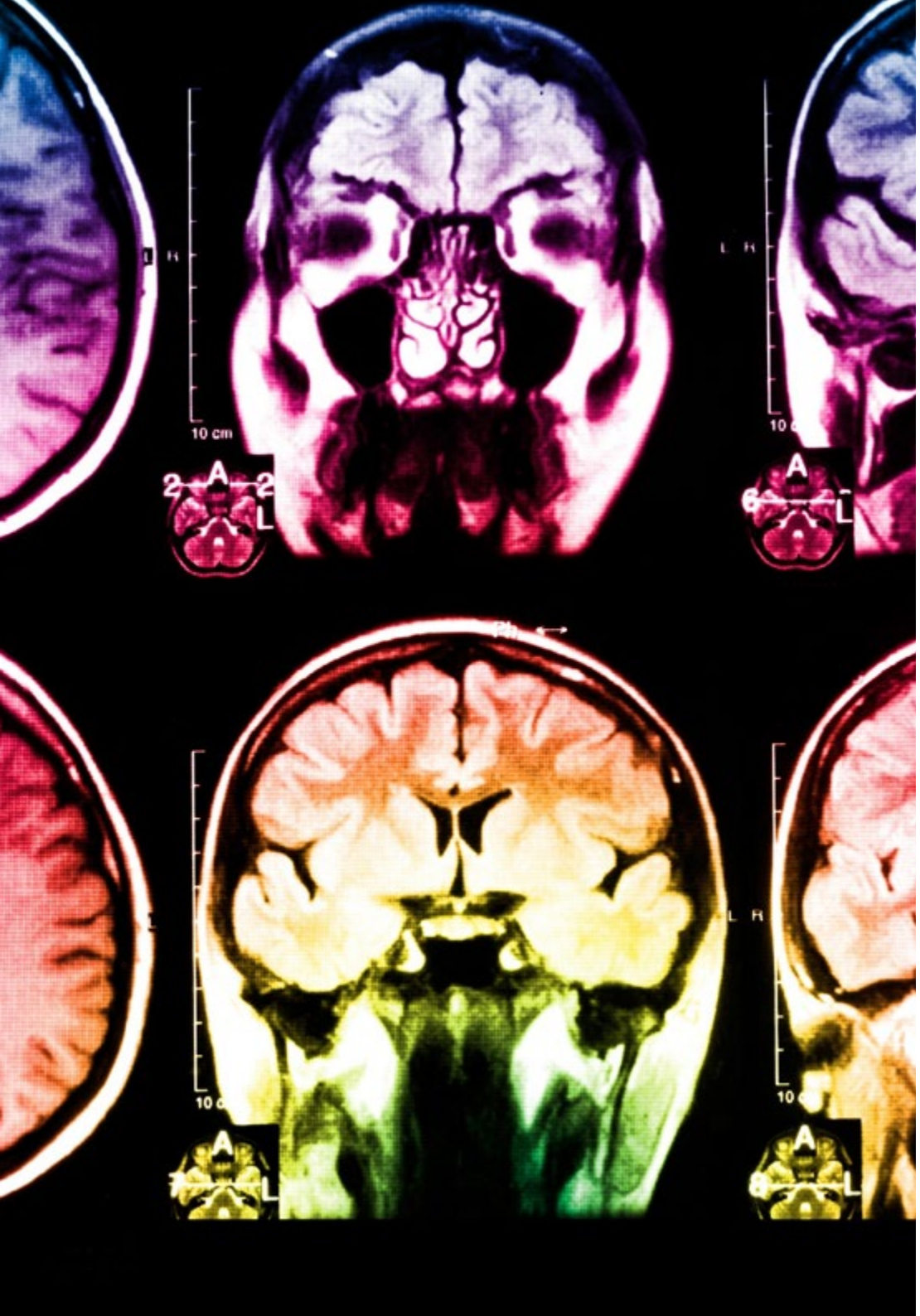
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

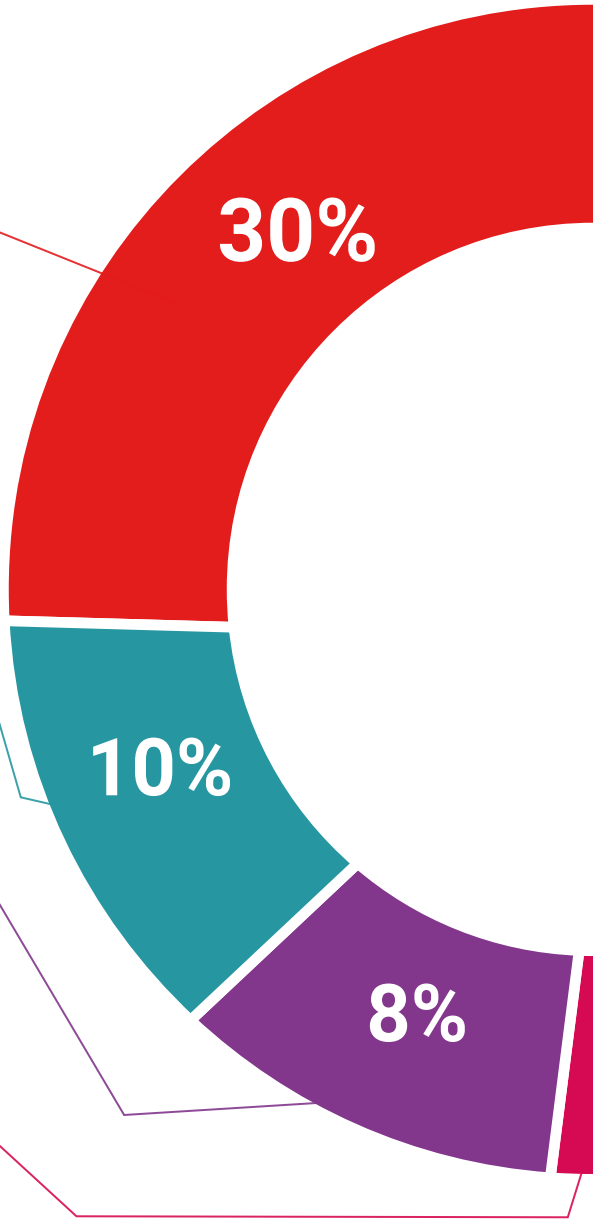
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

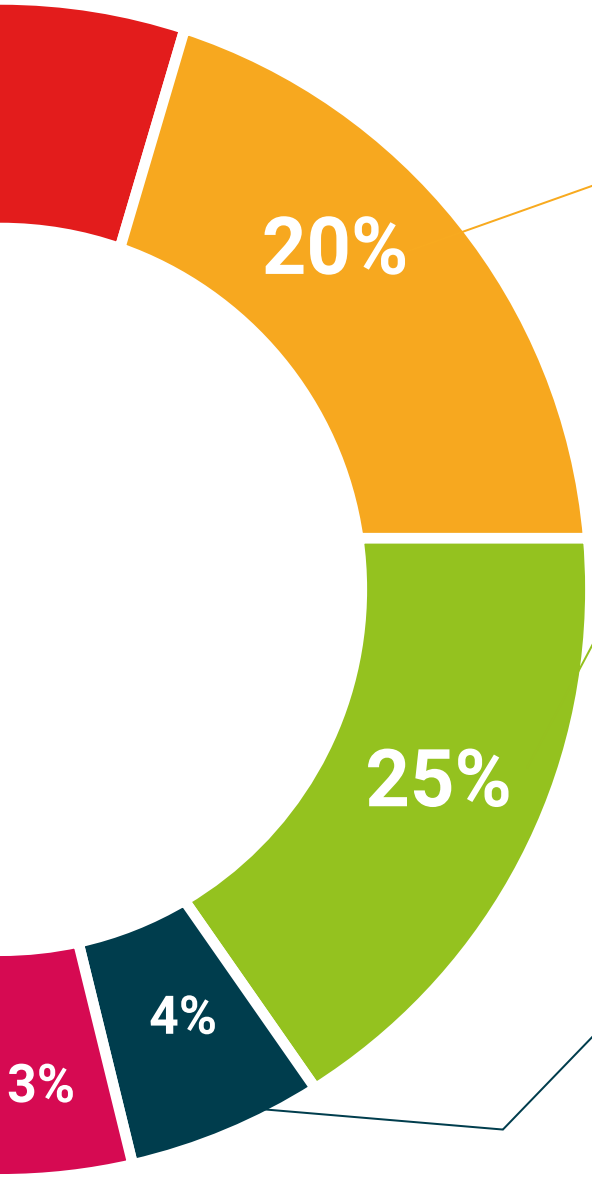
Practising Skills and Abilities

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 New Communication, Networks and Multimedia Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University .

Include in your program a Multimedia Journalism Expert certificate: A huge step forward in your competitiveness in the sector"

This program will allow you to obtain your **Postgraduate Diploma in New Communication, Networks and Multimedia Journalism** 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 New Communication, Networks and Multimedia Journalism**

Modality: **online**

Duration: **6 months**

Accreditation: **14 ECTS**

tech global university

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

Postgraduate Diploma in New Communication, Networks and Multimedia Journalism

This is a program of 350 hours of duration equivalent to 14 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

*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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Postgraduate Diploma

New Communication, Networks and Multimedia Journalism

- Modality: **online**
- Duration: **6 months**
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- Credits: **14 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Postgraduate Diploma

New Communication, Networks and Multimedia Journalism

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