Professional Master's Degree
Audiovisual Products: Theory and Review

tech technological university

Professional Master's Degree
Audiovisual Products: Theory and Review

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/pk/journalism-communication/professional-master-degree/master-audiovisual-products-theory-review**

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01
Introduction

The evolution of the audiovisual product has come a long way in all aspects. At a technical level, advances have allowed the creation of revolutionary and fascinating formats and products. But there has also been an evolution in communication styles. This program will take you on a tour of the key historical developments and characteristics of the audiovisual product in an international context in a course of the highest quality; the hallmark of all TECH programs.

> " A high-quality preparatory journey through
> Audiovisual Products: Theory and Review"

To work in the audiovisual sector, it is essential to have a thorough knowledge of an industry that moves in its own unique way. Over the course of the various topics that make up this Professional Master's Degree, all the fields in which the audiovisual product is developed will be discussed.

To this end, it is essential to unravel the factors involved in visual communication. Obviously, the image and its forms of expression are the basis of the audiovisual product, although they must compliment other parts of the message. Managing the keys to their communication is essential to speaking the language of this competitive industry.

But it is not only the keys to the visual element that are important. During this Professional Master's Degree you will study the characteristics of cultural journalism and develop your knowledge of contemporary artistic movements and other topics related to the international movement in which the audiovisual product is created, produced, distributed and consumed.

In this sense, special attention will be devoted to the film industry in the most diverse parts of the world, unravelling the relationship between the social and political movements and audiovisual creation.

A compendium of knowledge that can be applied to audiovisual production, with a contemporary vision of what is happening right now in the televisual arena in terms of formats and genres, and in terms of consumption and audiences.

This **Professional Master's Degree in Audiovisual Products: Theory and Review** contains the most complete and up-to-date educational 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
- Complementary documentation banks permanently available, even after the course

Master the principles of Audiovisual Products: Theory and Review and incorporate the most up-to date knowledge in this field into your learning"

"

A contextualized and realistic learning experience that will allow you to put your studies into practice through new skills and competences"

An analysis of the different fields in which the message moves and through which the message is produced in the audiovisual environment.

A practical and realistic course that will allow you to advance gradually and safely.

Our teaching staff is made up of working professionals. In this way, TECH can fulfil their objective of providing you with an up-to-date program. A multidisciplinary team of professors trained and experienced in different environments, who will go through the theoretical knowledge in an efficient way, but, above all, will place the practical knowledge derived from their own experience: encompassing all facets of this specialization, at the service of the academic course.

This mastery of this subject is complemented by the effectiveness of the methodological design of this Professional Master's Degree. Developed by a multi-disciplinary team of e-learning experts and integrating the latest advances in educational technology. In this way, the professional will be able to study with a range of comfortable and versatile multimedia tools that will give them the operability they need in their area of focus.

The design of this program is based on Problem-Based Learning: an approach that views learning as a highly practical process. To achieve this remotely, we will use telepractice: With the help of an innovative interactive video system, and learning from an expert you will be able to acquire the knowledge as if you were actually dealing with the situation you are learning about. A concept that will allow you to integrate and reinforce learning in a more realistic and permanent way.

02
Objectives

The objectives proposed in each of the preparatory programs are focused on achieving a global boost to student development, not only in the academic field, in which the highest quality standards are set, but also in the personal field. To this end, a stimulating and flexible course is offered to allow you to achieve the satisfaction of completing your goals effectively.

Learn in an efficient and stimulating way and achieve your professional goals with this high-quality, high-impact preparatory program"

General Objectives

- Deepen your knowledge in the field of journalism, particularly in the field of Audiovisual Products: Theory and Review
- Learn how to perform functions in this field in a focussed and professional environment

We will give your professional growth a boost with this Professional Master's Degree in Audiovisual Products: Theory and Review"
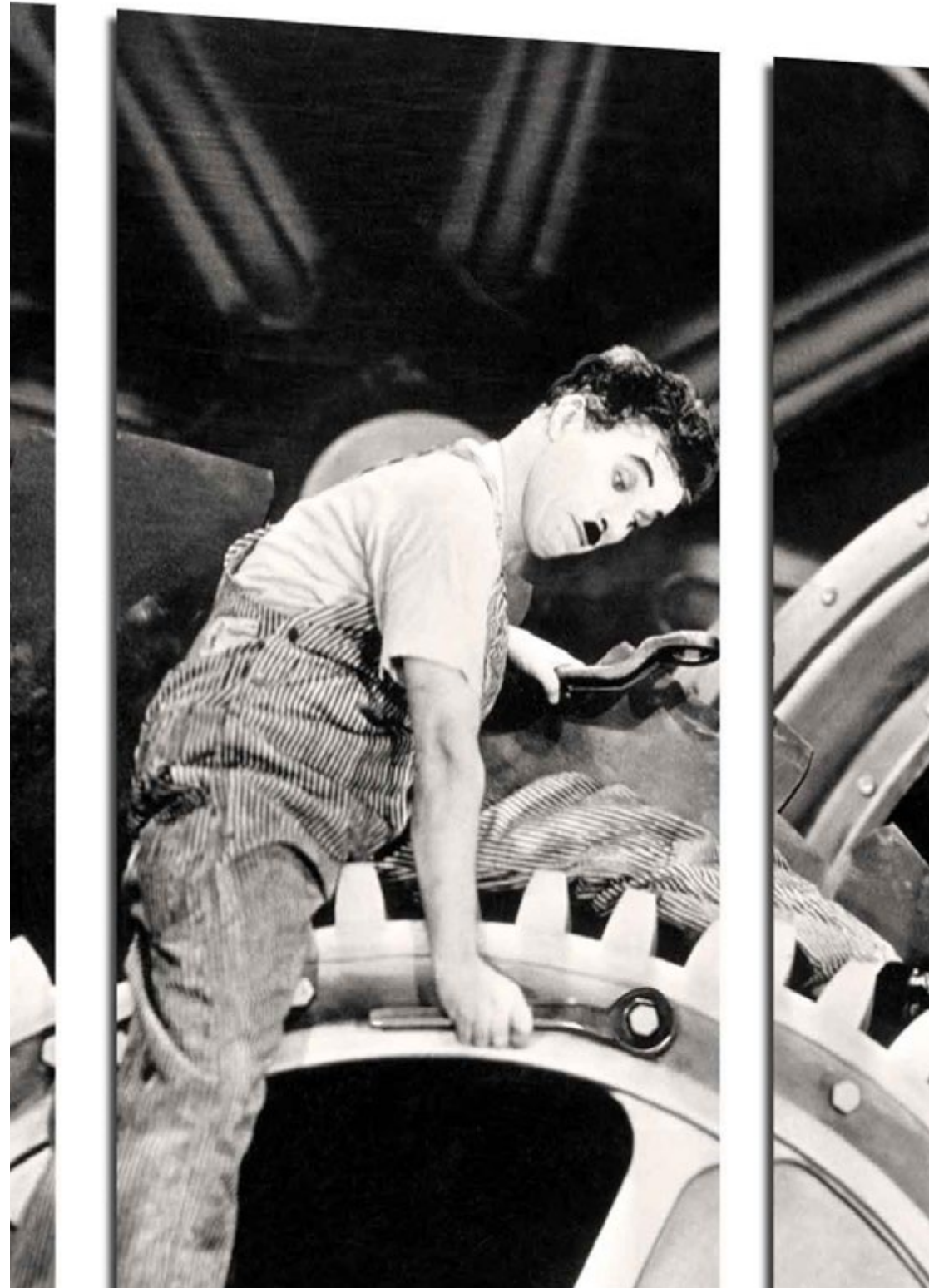
Specific Objectives

Module 1. Visual Communication

- Get to know the main conceptions of the image
- Identify the visual image perception processes
- Identify the processes of visual image perception
- Analyze the role of the visual image in contemporary society
- Analyze images in isolation and in a contextual or sequential manner
- Relate the processes of design and production of visual messages to the exercise of journalistic activity and editorial design

Module 2. Audiovisual Image Analysis

- Learn the basics of the nature and operation of the moving image
- Understand the principles of audiovisual discourse (film and television)
- Develop the ability to interpret and analyze the mechanisms that determine the production of meaning in the moving image
- Identify the properties of a certain style of moving image
- Acquire basic skills for the analysis of the formal construction and narrative of audiovisual stories
- Develop a critical and creative capacity with respect to audiovisual discourse and its evolution in the context of contemporary audiovisual culture

Module 3. Cultural Journalism

- Have the transversal and specific competencies necessary to successfully face the reality of cultural journalism in different fields
- In-depth knowledge of digital communication and cultural journalism
- Know how to identify, create and develop stories with the different points that encompass it, marked by rigor and personal branding
- Know and develop the essential guidelines for documentation in cultural journalism
- Know, understand and identify the new topics of journalism, culture and web 3.0
- Learn about the use of social networks in cultural journalism and journalistic genres
- Know how to make use of information through social networks and develop a communication plan
- Develop specific content within cultural journalism in terms of positioning

Module 4. Contemporary artistic movements

- Learn the fundamental principles governing the contemporary art world
- Know the main trends in modern and contemporary art
- Recognize the importance of the analysis of art in its historical, social, cultural and ideological context
- Develop artistic sensitivity and critical and aesthetic judgement
- Study the close relationship between art and the field of audiovisual communication

Module 5. Structure of the Audiovisual System

- Know the basic functioning of the audiovisual system (fix fundamental contents, know the authors/texts worked on in each unit)
- Acquire the capacity for theoretical and critical analysis of the organizational structures of audiovisual communication (understanding the main ideas, relating concepts and elements.)
- Study in depth the historical, economic-political, social and technological framework in which audiovisual products are produced, distributed and consumed
- Learn the nature and interrelationships between the subjects of audiovisual communication: authors, institutions, companies, media, supports and receivers
- Identify current issues and debates concerning the audiovisual system

Module 6. American and European Cinema

- Learn about the development and evolution of the main audiovisual media (cinema and television) throughout history
- Learn the key historical developments of audiovisual processes and their relevance for the understanding of the contemporary panorama
- Distinguish the affiliations and kinships in the large audiovisual family according to their historical, social and cultural context
- Know how to analyze and interpret audiovisual products from a more integrated perspective, taking into account their socio-historical dimension
- Gain overarching knowledge of American cinema in its early years

- Identify the different historical periods, genres, movements, styles and main authors of American cinema
- Know the fundamental approaches to film genre theory, as well as the history and problems of the main Hollywood film genres
- Know the traditions, themes and problems of European cinema
- Analyze and interpret contemporary American cinema

Module 7. Cinema in Latin America, Asia and Africa

- Know the history and contemporary problems of Hispanic American cinema
- Identify the different historical periods, movements, styles and main authors of Hispanic American cinema
- Contextualize, analyze and interpret contemporary Hispanic American cinema, taking into account its growing transnational dimensions
- Learn about the history and contemporary problems of cinema in the East, Africa and India
- Distinguish the different geopolitical events and their corresponding historical periods, movements and styles
- Contextualize, analyze and interpret contemporary Hispanic American cinema, taking into account its growing transnational dimensions

Module 8. Cultural Industries and New Communication Business Models

- Study the transformations that have taken place in the cultural industries in the supply and consumption of digital networks, in their economic, political and socio-cultural aspects
- Delve into the challenges that the digital environment has posed to the business models of journalistic companies and other traditional cultural industries
- Analyze and design innovative strategies that contribute to the improvement of management and decision-making processes, as well as to the development of information products in line with the needs of audiences and advertisers
- Understand the changes in the processes of organization and management of strategic, human, material and technical resources of new businesses in the digital environment

Module 9. Television Genres, Formats and Programming

- Know the concept of genre as applied to fiction production and television entertainment
- Distinguish and interpret the various genres of fiction production and television entertainment and their evolution over time
- Develop the skills needed for cultural, social and economic analysis of television genres as the backbone of audiovisual creation and consumption practices
- Know the modifications and hybridizations that occur in television genres in the context of contemporary television
- Recognize the different formats in the context of the current television panorama
- Identify the keys to a format, its structure, operation and impact factors

- Know how to interpret, analyze and comment on a television format from a professional, aesthetic and cultural perspective
- Know the key theoretical principles and the professional, social and cultural context of television programs, with special attention to television programs in the Spanish television model
- Gain knowledge of the main techniques and processes of programming in generalist television
- Understand and critically analyze the processes of the television industry, its evolution and current situation, in relation to the phenomenon of reception and the social and cultural contexts in which it is produced

Module 10. Cinema, Television and Contemporary Society

- Identify the main trends in contemporary representational models of television and film
- Develop critical thinking when involved in the processes of creation and analysis of the different modes of audiovisual representation
- Distinguish and study the sociocultural processes and their impact on the representative procedures of audiovisuals
- Develop the ability to understand and critically analyze contemporary film productions from a social, cultural and aesthetic perspective
- Learn the theoretical and methodological foundations for analyzing cinema and television as generators of social representation and the production of meanings
- Acquire the ability to distinguish and critically analyze the mutations occurring in contemporary cinema and television, in their social context and cultural dimension

03

Skills

The fundamental difference that the program brings to the students is the commitment to the real acquisition of competencies and skills that will allow them to move up the career ladder to deliver higher levels of quality. A criterion of excellence that you will find in every part of the program and in every aspect of this specialization.

Achieve with this Professional Master's Degree the most extensive knowledge in relation to the past and present history of audiovisual communication at an international level"

General Skill

- Perform a complete and documented analysis of the current audiovisual product with references to its historical development in the international environment

Enrol on the best Professional Master's Degree in Audiovisual Products: Theory and Review offered by universities today"
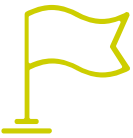
Specific Skills

- Describe the meaning of the image and its perception processes

- Place the images in context

- Use and analyze images in journalistic use

- Recognize audiovisual discourse

- Know what the audiovisual styles are

- Describe the principles of audiovisual discourse

- Describe what cultural journalism is

- Know how to move efficiently through the 3.0 network

- Use social networks in a journalistic environment

- Explain the principles of contemporary art, its trends and its connection to the historical period

- Possess aesthetic judgement

- Determine the relationship between the art and the audiovisual product

- Know and apply the organizational structures of audiovisual communication

- Knowing how to adapt to the consumption patterns of the moment

- Know the relational code of the different agents of audiovisual communication

- Have a contextual view

- Know the key historical and evolutionary events of the audiovisual medium in its different expressions

- Recognize the key historical, social and cultural events of the above

- Gain extensive knowledge of the present situation of Hispanic American cinema, historically and at present

- Develop extensive knowledge of the situation of cinema in the East, Africa and India, historically and today

- To be able to contextualize them from a transnational point of view

- Be able to adapt to supply and consumption changes

- Recognize the challenges of the digital landscape

- Design innovative management strategies

- Recognize all genres of audiovisual production

- Explain the relationship between gender and social momentum

- Know the current state of television consumption

- Recognize the different keys to communication in the various formats in relation to cultural contexts

- Know which social trends are currently represented in TV and movies

- Discern influences and produce a critical analysis of film productions in relation to the particular and global environment at all levels of interaction

04

Structure and Content

The syllabus of the program is structured as a comprehensive tour through each and every one of the concepts required to understand and work in this field. With an approach focused on practical application that will help you grow as a professional from the very first moment.

A comprehensive syllabus focused on acquiring knowledge and converting it into real skills, created to propel you to excellence"

Module 1. Visual Communication

Module 2. Audiovisual Image Analysis

2.1.   Theoretical Foundations and Analysis Methodology
    2.1.1.   Differences Between Film Criticism and Film Analysis: The Scientific Method
    2.1.2.   Criteria for Film Review
2.2.   Film Analysis: Instruments and Methods I
    2.2.1.   The Proposal of Jaques and Michel Marie Aumont
    2.2.2.   The Proposal of Francesco Casetti and Federico di Chio
2.3.   Film Analysis: Instruments and Methods II
    2.3.1.   Film Analysis According to David Bordwell
2.4.   The Historical Approach to Film Analysis
    2.4.1.   Traditional Approaches
    2.4.2.   The Proposal of Robert Allen and David Gomer
2.5.   Analysis of the Cinematic Image
    2.5.1.   The Spatial Verisimilitude and Classical Model Planning for Dramatic and Psychological Purposes
    2.5.2.   The Identification Process
    2.5.3.   Aesthetic Approach
2.6.   Cultural Approach to the Analysis of the Filmic Image
    2.6.1.   Film Analysis and Popular Culture
    2.6.2.   Cultural Approaches to Film Analysis
2.7.   Analysis of the Televised Image
    2.7.1.   Main Research Methods and Techniques for Approaching Television Analysis
    2.7.2.   Case Studies
2.8.   The Historical Approach to Televisual Analysis
    2.8.1.   Televisual Analysis from a Historical Perspective
    2.8.2.   Case Studies
2.9.   Analysis of Audiovisual News
    2.9.1.   Analysis of Informative Audiovisual Products
    2.9.2.   Case Studies
2.10.   Advertising Image Analysis
    2.10.1.   Analysis of Persuasive Audiovisual Products
    2.10.2.   Video Clip Analysis

Module 3. Cultural Journalism

3.1.   Concept and Delimitations of Cultural Journalism
    3.1.1.   Introduction: The Concept of Culture
    3.1.2.   Art Cultural Information
    3.1.3.   Cultural Information on the Performing Arts
    3.1.4.   Film Cultural Information
    3.1.5.   Music Cultural Information
    3.1.6.   Cultural Information in Books
3.2.   The Origins of Cultural Journalism
    3.2.1.   Introduction
    3.2.2.   The Origins of Cultural Information in the Press
    3.2.3.   The Origins of Cultural Information in the Radio
    3.2.4.   The Origins of Cultural Information in the Television
3.3.   The Practice of Cultural Journalism
    3.3.1.   Introduction
    3.3.2.   General Considerations
    3.3.3.   Factors of Interest and Evaluation Criteria for the Elaboration of Cultural Information
3.4.   The Sources of Cultural Journalism
    3.4.1.   Introduction
    3.4.2.   General Sources of Cultural Information
    3.4.3.   Specific Sources of Audiovisual Information on Culture
3.5.   Genres in Cultural Information
    3.5.1.   Introduction
    3.5.2.   News
    3.5.3.   Interview
    3.5.4.   Chronicle
    3.5.5.   Reporting
3.6.   The Current Diversification of Cultural Information in the Press, Radio and Television
    3.6.1.   Introduction
    3.6.2.   Press Cultural Information
    3.6.3.   Radio Cultural Information
    3.6.4.   Television Cultural Information

Module 4. Contemporary artistic movements

Module 5. Structure of the Audiovisual System

5.1. An Introduction to Cultural Industries (CI)
    5.1.1. Concepts of Culture. Culture-Communication
    5.1.2. C.I. Theory and Evolution: Typology and Models
5.2. Film Industry
    5.2.1. Main Characteristics and Agents
    5.2.2. Structure of the Cinematographic System
5.3. Film Industry
    5.3.1. The U.S. Film Industry
    5.3.2. Independent Production Companies
    5.3.3. Problems and Debates in the Film Industry
5.4. Film Industry
    5.4.1. Film Regulation: State and Culture. Policies for the Protection and Promotion of Cinematography
    5.4.2. Case Study
5.5. Television Industry I
    5.5.1. Economic Television
    5.5.2. Founder Models
    5.5.3. Transformations
5.6. Television Industry II
    5.6.1. The U.S. Television Industry
    5.6.2. Main Features
    5.6.3. State Regulation
5.7. Television Industry III
    5.7.1. Public Service Television in Europe
    5.7.2. Crises and Debates
5.8. The Axes of Change
    5.8.1. New Processes in the Audiovisual Industry
    5.8.2. Regulatory Discussion
5.9. Digital Terrestrial Television (DTT)
    5.9.1. Role of the State and Experiences
    5.9.2. The New Features of the Television System
5.10. New Operators in the Audiovisual Landscape
    5.10.1. Service Platforms Over-The-Top (OTT)
    5.10.2. Consequences of its Appearance

Module 6. American and European Cinema

6.1. The Origins of Cinema. First Cinematic Movements
    6.1.1. The Group of Pioneers
    6.1.2. Georges Melié's Cinema
    6.1.3. The Brighton School
    6.1.4. Art Film
    6.1.5. The Kolosal Movement
6.2. The Expression of Cinematic Language. The Splendor of Silent Cinema
    6.2.1. Towards a Cinematic Language: David W. Griffith
    6.2.2. German Expressionist Cinema
    6.2.3. Revolutionary Soviet Cinema
6.3. Classic Hollywood Cinema I
    6.3.1. The System of Studios
    6.3.2. The Hollywood Stars
    6.3.3. Hollywood: Genre Factory
    6.3.4. Theories of Cinematic Genres
6.4. Classic Hollywood Cinema II
    6.4.1. Genres in Classic American Cinema: Drama, Comedy, Film Noir, etc
6.5. Classic Hollywood Cinema III
    6.5.1. Genres in Classic American Cinema: Thrillers, Westerns, War Films, Musicals, etc
    6.5.2. The Evolution of Gender
6.6. European Cinema after World War II
    6.6.1. The Crisis of the Classical Model: Historical Context. Neorealism
    6.6.2. The New Cinemas: New Wave
    6.6.3. New Cinema: The Free Cinema
6.7. Classical and Modern Avant-garde
    6.7.1. Experimental Film
    6.7.2. Expressionism, Dadaism, Surrealism
    6.7.3. Case Studies
6.8. The Survival and Decline of the Classics The New Hollywood
    6.8.1. European Contributions to American Cinema
    6.8.2. Authors and Films

6.9. Other Films of the Contemporary Era

6.9.1. British Films

6.9.2. Dogma Movement

6.9.3. Auteur Film

6.10. Technology and Aesthetics: Film in the Audiovisual Age

6.10.1. The Advent of Digital Film

6.10.2. Case Studies

Module 7. Film in Latin America, Asia and Africa

7.1. Theoretical and Methodological Approach

7.1.1. Theoretical Debates on Terminology and Geopolitical Categories

7.1.2. The Study of Peripheral Film

7.1.3. The Study of Latin American Film

7.2. History of Hispanic American Film

7.2.1. Argentina

7.2.2. Mexico

7.2.3. Other Cinematics

7.3. Keys to Contemporary Hispanic American Film I

7.3.1. Argentina

7.3.2. Mexico

7.4. Keys to Contemporary Hispanic American Film II

7.4.1. Brazil

7.4.2. Uruguay

7.4.3. Chile

7.4.4. Colombia

7.5. Transnational Film in Latin America

7.5.1. The (Trans) National Film of Latin America

7.5.2. Cinematic Co-productions

7.6. Film in Asia

7.6.1. Film in a Peripheral ontext

7.6.2. The Birth of the Cinema Industry

7.6.3. The Development of Film in Asia

7.7. Film in Africa:

7.7.1. Nigeria

7.7.2. Morocco

7.7.3. Other Cinematics

7.8. Film in India:

7.8.1. The First Cinema

7.8.2. Independent Film in Indian

7.8.3. From Satyajit Ray to the New Film

7.8.4. Contemporary Cinema: Bollywood

7.9. Transnational Perspectives Diasporic Cinema

7.9.1. Diasporic Cinema

7.9.2. Other Diaspora Films and Transnational Perspectives

7.10. Women's Cinema in Latin America, Asia, Africa and India

7.10.1. Introduction

7.10.2. Latin America

7.10.3. Asia, North Africa, India

Module 8. Cultural Industries and New Communication Business Models

8.1. The Concepts of Culture, Economy, Communication, Technology, IC

8.1.1. Culture, Economy and Communication

8.1.2. Cultural Industries

8.2. Technology, Communication and Culture

8.2.1. Craft Culture Commoditized

8.2.2. From Live Performance to Visual Arts

8.2.3. Museums and Heritage

8.3. The Major Sectors of the Cultural Industries

8.3.1. Editorial Products

8.3.2. Flow C.I.'s

8.3.3. Hybrid Models

8.4. The Digital Era in the Cultural Industries

8.4.1. Digital Cultural Industries

8.4.2. New Models in the Digital Era

Module 9. Television Genres, Formats and Programming

Module 10. Cinema, Television and Contemporary Society

10.1. Visibility and View
    10.1.1. Learn to View
    10.1.2. Visual Anthropology
    10.1.3. Vision
10.2. Images of the Difference
    10.2.1. Construction
    10.2.2. Representation
    10.2.3. Meaning
10.3. The Imaginary
    10.3.1. The Imaginary
    10.3.2. Anthropological Structures of the Imaginary
    10.3.3. Convention
10.4. Modes of Representation
    10.4.1. Introduction
    10.4.2. The Cinema
    10.4.3. Television
10.5. Communication. and Popular Culture
    10.5.1. Cultural Studies
    10.5.2. Critical Theory of Communications Media
    10.5.3. Popular Culture
10.6. Representation and Diversity
    10.6.1. Introduction
    10.6.2. Representation and Diversity in the Western Imagination of Africanism
10.7. Representation and "Star system"
    10.7.1. The "Star System" as a Cultural Product
    10.7.2. Case Study

10.8. The Representation of Women in Fictional Series
    10.8.1. Introduction
    10.8.2. Study Cases
10.9. The Representation of Social Control in Fictional Series
    10.9.1. Introduction
    10.9.2. Case Studies
10.10. Representations of Terrorism in Film and Television
    10.10.1. Representations of Terrorism

Study at your own pace, with the flexibility of a program that combines learning with other responsibilities in a comfortable and realistic way"

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

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

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

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.

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%
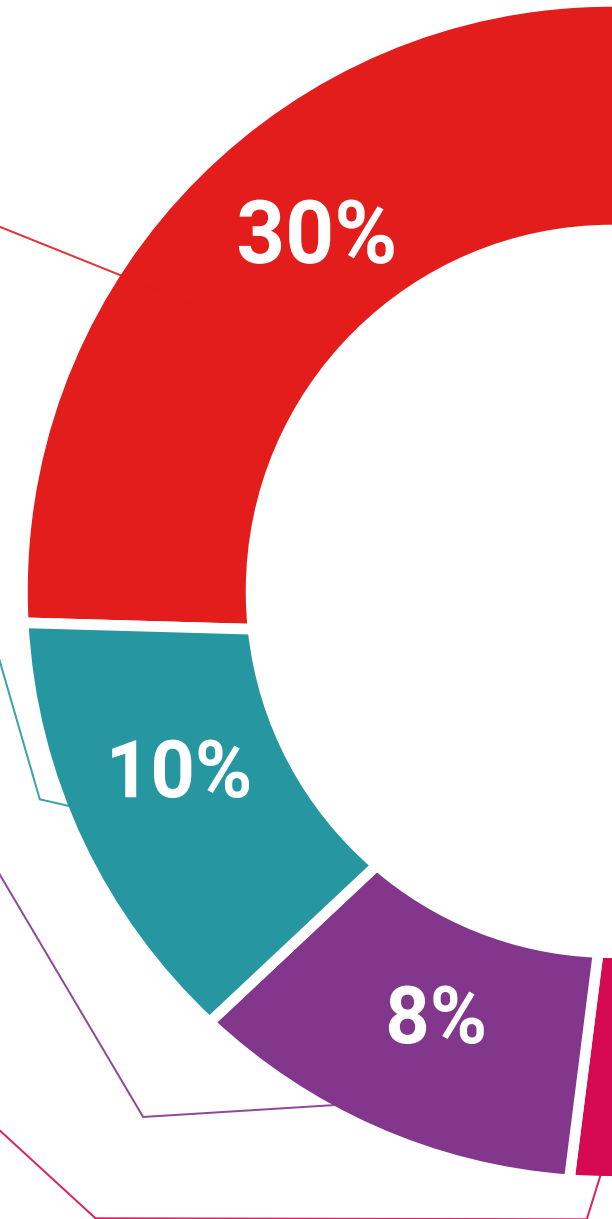
Case Studies

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 Professional Master's Degree in Audiovisual Products: Theory and Review guarantees, in addition to the most rigorous and updated training, access to a Professional Master's Degree issued by TECH Technological University.

Successfully complete this program and receive your university degree without travel or laborious paperwork"

This **Professional Master's Degree in Audiovisual Products: Theory and Review** contains the most complete and up-da-ted program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery*.
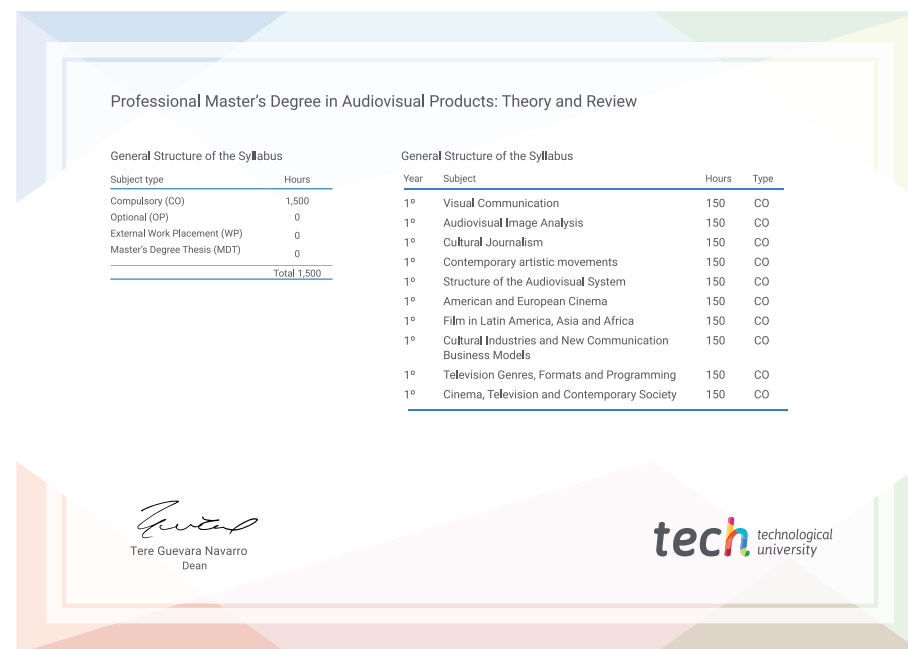
The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Professional Master's Degree in Audiovisual Products: Theory and Review**

Official Nº of hours: **1,500 h.**

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tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____ with identification number _____.
For having successfully passed and accredited the following program

PROFESSIONAL MASTER'S DEGREE

in

Audiovisual Products: Theory and Review

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

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Professional Master's Degree in Audiovisual Products: Theory and Review

General Structure of the Syllabus

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Visual Communication	150	CO
1º	Audiovisual Image Analysis	150	CO
1º	Cultural Journalism	150	CO
1º	Contemporary artistic movements	150	CO
1º	Structure of the Audiovisual System	150	CO
1º	American and European Cinema	150	CO
1º	Film in Latin America, Asia and Africa	150	CO
1º	Cultural Industries and New Communication Business Models	150	CO
1º	Television Genres, Formats and Programming	150	CO
1º	Cinema, Television and Contemporary Society	150	CO

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*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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Professional Master's Degree
Audiovisual Products: Theory and Review

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**

Professional Master's Degree
Audiovisual Products: Theory and Review

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