Professional Master's Degree

Multimedia Communication

tech global university

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Professional Master's Degree
Multimedia Communication

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Global University**
- Accreditation: **60 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/journalism-communication/professional-master-degree/master-multimedia-communication

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01

Introduction

Today's society is immersed in the Communication era. Citizens need to be informed, and more and more of them are using different media simultaneously to access information and different leisure offerings. Image, text and sound are the bases of Multimedia Communication and the most commonly used, since the combination of these three elements favors the communication and understanding of information. This TECH's program has been designed with journalists in mind, for a sector that demands highly qualified professionals capable of adapting quickly to changes in the environment.

Become one of the most demanded professionals of the moment by specializing in Multimedia Communication thanks to this TECH's program"

Multimedia Communication is one of the most widely used nowadays, due to the ease of access and understanding of information through its channels. In Multimedia Communication, the combination of sound, text and images in a single product favors its consumption, since it makes information much clearer to understand.

Moreover, multimedia tools not only serve as a method of staying informed, but are also part of consumers' daily lives as part of their leisure time. In this way, leisure and information are united in the same concept. In the field of journalism and communication, multimedia tools are becoming more and more widespread. As such, even the most traditional media, such as radio and the press, rely on multimedia tools using web pages to enrich their products. This makes makes education in this field essential for modern professionals.

This comprehensive program aims to provide students with the tools and knowledge necessary to understand the media system and its global structure and context. To this end, the configuration of the global communications structure made up of large media conglomerates, news agencies, advertising groups and the film industry will be addressed. Other topics covered during the program will focus on the parties that form the media system, the companies comprising the shareholders of large media companies, and the media policies of public bodies.

A complete and thorough review that will enable students to work in any of the professional roles within this area of competence, with the ability to work in corporate identity, networks, television and radio. This is thanks to the large amount of theoretical and practical resources that they will find at their disposal. In this way, through experience, students will learn how to develop the knowledge required to advance in this field of work. Furthermore, the 100% online format of the course allows the student to control their hours of study, without the inconvenience of traveling to an education center for classes.

This **Professional Master's Degree in Multimedia Communication** contains the most complete and up-to-date program on the market. The most important features include:

- The use of the latest technology in e-learning software
- The intensely visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- Practical case studies presented by practising experts
- State-of-the-art interactive video systems
- Teaching supported by telepractice
- Continuous updating and recycling systems
- Self-regulated learning, which makes the program completely compatible with other commitments
- Practical exercises for self-assessment 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 resource banks that are permanently available

Specialize in Multimedia Communication and acquire the necessary skills to develop successfully in a booming profession"

A Professional Master's Degree that will enable you to work in all fields of Multimedia Communication, with the competence of a high-level professional"

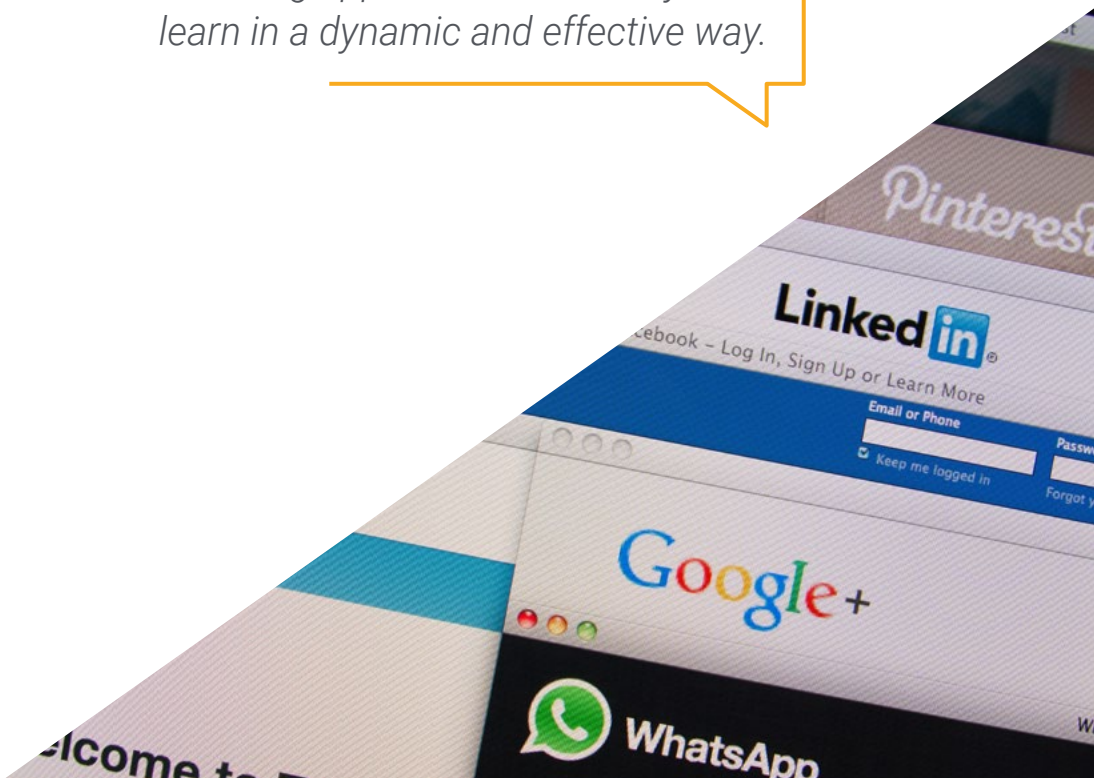
A 100% online program that will allow you to balance your professional life with your study time.

The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different environments who will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of e-learning experts, it includes the latest advances in educational technology. As a result, students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program focuses on Problem-Based Learning. An approach that conceives learning as a highly practical process. In order to achieve this remotely, telepractice will be used. In this way, with the help of an innovative interactive video system, and Learning from an Expert, the student will be able to acquire knowledge as if they were facing the very cases being studied. A concept that will allow students to integrate and memorize what they have learned in a more realistic and permanent way.

With a methodological design based on proven teaching techniques, this innovative Professional Master's Degree will take you through different teaching approaches to allow you to learn in a dynamic and effective way.



02

Objectives

The main objective of this program in Multimedia Communication is to offer professionals greater specialization, which will allow them to be better qualified for the labor market. This objective is focused on helping professionals reach a much higher level of expertise and control. A goal that, in just a few months, the student will be able to achieve thanks to this intensive and highly up-to-date program offered by TECH.

If your objective is to reorient your education towards new paths of success and development, this is the program for you. A unique opportunity for those who aspire to excellence"

General Objectives

- Acquire the necessary knowledge to carry out effective advertising communication using the most advanced digital tools
- Know how to successfully manage different branches of multimedia communication
- Develop in-depth knowledge of radio, television, digital and written communication

A path to achieve specialization and professional growth that will propel you towards a greater level of competitiveness in the labor market"

Specific Objectives

Module 1. Structure of the Communication

- Be able to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- Be able to adequately contextualize the media systems and in particular the global structure of communication
- Know how to describe the main research trends in social communication, as well as their different models: behaviorist, functional, constructivist and structuralist
- Know how to define the framework of action of the large media groups and their concentration processes

Module 2. Social Communication Theory

- Knowledge of the fields of advertising and public relations and their processes and organizational structures
- Know how to identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- Identify the fundamental principles of human creativity and its application in the different forms of persuasive communication
- Know how to apply creative processes to the field of communication, especially advertising and public relations
- Understand the systems for analyzing advertising and public relations campaigns.
- Know how to describe the structure of advertising agencies
- Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications

Module 3. Technology and Information and Knowledge Management

- Be able to analyze, process, interpret, elaborate and structure digital communication
- Be able to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases

Module 4. Fundamentals of Communication in the Digital Environment

- Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- Gain the ability to analyze, process, interpret, elaborate and structure digital communication
- Be able to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- Know how to analyze, interpret and structure digital information
- Know how to develop a virtual communication style in a learning community specialized in the field of advertising and public relations
- Master the strategies and tools for Internet research, knowing the different formats, supports and data storage sites in the service of advertising and public relations

Module 5. Written Communication

- Know how to express oneself fluently and effectively in oral and written communication, taking advantage of the most appropriate linguistic and literary resources
- Be able to identify the similarities and differences between oral and written codes
- Be able to know and master the strategies of coherence, cohesion and adequacy in the elaboration of texts
- Recognize the different phases of the writing process
- Know how to discriminate the main structural and linguistic properties of the different textual models
- Be able to elaborate texts based on the structural and linguistic conventions of each textual typology, as well as respecting the basic textual properties and linguistic correctness

Module 6. Television Communication

- Have the capacity and ability to use information and communication technologies and techniques in the different combined and interactive media or media systems
- Have the capacity and ability to take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications
- Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication
- Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations
- Be able to relate advertising and public relations coherently with other social and human sciences
- Encourage creativity and persuasion through different media and communication media
- Know the significant and appropriate tools for the study of advertising and public relations

Module 7. Radio Communication

- Encourage creativity and persuasion through different media and communication media
- Know the elements, forms and processes of advertising languages and other forms of persuasive communication
- Know how to develop a correct verbal and written communication to transmit ideas and decisions with clarity and rigor in the exposition
- Be able to solve problems arising in the professional practice
- Be qualified for the creation and development of audiovisual elements, sound or musical effects, through the use of digital tools for video and audio editing by computer, with the realization of practices with computer programs
- Know how to discriminate the different types of advertising media and supports, as well as their structural, formal and constitutive elements

Module 8. Creativity in Communication

- Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication
- Encourage creativity and persuasion through different media and communication media
- Know the elements, forms and processes of advertising languages and other forms of persuasive communication
- Know the significant and appropriate tools for the study of advertising and public relations
- Knowledge of the fields of advertising and public relations and their processes and organizational structures
- Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication

Module 9. Corporate Identity

- Know the fundamentals of advertising and the agents involved in the advertising creation process
- Recognize and identify the professional profiles of advertising professionals, as well as the main functions and requirements that must be fulfilled for their professional development
- Manage institutional communication in all circumstances even in periods of crisis in which the message is aligned with the interests of the different Stakeholders
- Manage the communication of any event related to corporate communication
- Create the corporate image of any entity from any of its attributes

Module 10. The Fundamentals of Graphic Design

- Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements
- Understand the nature and communicative potential of images and graphic design
- Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems
- Encourage creativity and persuasion through different media and communication media
- Know the elements, forms and processes of advertising languages and other forms of persuasive communication

03

Skills

This Professional Master's Degree in Multimedia Communication has been created as a high-level educational tool for journalism and communication professionals Its intensive program will enable students to work in all areas of Multimedia Communication, thanks to the breadth and relevance of the syllabus and the emphasis on case studies. Fundamental issues to develop the skills that will be necessary for a successful future career will be addressed.

The Professional Master's Degree in Multimedia Communication will provide you with essential personal and professional skills to work effectively in this field"

General Skills

- Acquire the necessary skills for professional practice in Multimedia Communication with knowledge of all the necessary factors to perform with quality and confidence
- Gain in-depth knowledge of the different platforms through which journalism and communication are carried out

Enroll on the best Professional Master's Degree in Multimedia Communication available on the educational market"

Specific Skills

- Describe the characteristics and fundamentals of communication
- See human social communication as a social science
- Know how to use the different online communication platforms
- Develop a plan for the creation of the corporate identity
- Create communication in the digital environment
- Mastering the way of communicating on mobile devices
- Correct writing in the advertising field
- Use the different languages of the mass media
- Use the television expression
- Use the radio expression
- Use creative thinking applied to advertising and communication
- Develop a corporate identity for an organization
- Use graphic design tools

04

Structure and Content

The contents of this Professional Master's Degree in Multimedia Communication have been developed by various experts with a clear purpose: to ensure that students acquire each and every one of the skills necessary to become true experts in this field. A very comprehensive and well-structured program that will propel students towards excellence and success, and allow them to handle information processing and effective communication with total confidence.

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

Module 1. Structure of the Communication

1.1. Theory, Concept and Method of the Communication Structure
- 1.1.1. Introduction
- 1.1.2. Autonomy of the Discipline and Relationships with other Subjects
- 1.1.3. The Structuralist Method
- 1.1.4. Definition and Purpose of the Communication Structure
- 1.1.5. Guide to the Analysis of Communication Structure

1.2. New International Communication Order
- 1.2.1. Introduction
- 1.2.2. State Control: Monopolies
- 1.2.3. Communication Marketing
- 1.2.4. Cultural Dimension of Communication

1.3. Major Information Agencies
- 1.3.1. Introduction
- 1.3.2. What is an Information Agency?
- 1.3.3. News and Information
- 1.3.4. Before the Internet
- 1.3.5. News Agencies can be seen Thanks to the Internet
- 1.3.6. The World's Major Agencies

1.4. The Advertising Industry and its Relationship with the Media System
- 1.4.1. Introduction
- 1.4.2. Advertising Industry
- 1.4.3. The Need of Advertising for the Media
- 1.4.4. Structure of the Advertising Industry
- 1.4.5. The Media and its Relationship with the Advertising Industry
- 1.4.6. Advertising Regulations and Ethics BORRAR

1.5. Cinema and the Culture and Leisure Market
- 1.5.1. Introduction
- 1.5.2. The Complex Nature of Cinema
- 1.5.3. The Origin of the Industry
- 1.5.4. Hollywood, the Film Capital of the World

1.6. Political Power and the Media
- 1.6.1. Introduction
- 1.6.2. Influence of the Media in the Formation of Society
- 1.6.3. Media and Political Power

1.7. Media Concentration
- 1.7.1. Introduction
- 1.7.2. Media Concentration

1.8. Media System in Latin America and the Digitization of Journalism
- 1.8.1. Introduction
- 1.8.2. Historical Approach
- 1.8.3. Bipolarity of the Latin American Media System
- 1.8.4. U.S. Hispanic Media

1.9. Digitalization and the Future of Journalism
- 1.9.1. Introduction
- 1.9.2. Digitalization and the New Media Structure
- 1.9.3. The Structure of Communication in Democratic Countries

Module 2. Social Communication Theory

2.1. The Art of Communicating
- 2.1.1. Introduction: The Study of Communication as a Social Science
- 2.1.2. Knowledge
  - 2.1.2.1. Sources of Knowledge
- 2.1.3. The Scientific Method
  - 2.1.3.1. The Deductive Method
  - 2.1.3.2. Inductive Method
  - 2.1.3.3. Hypothetical-Deductive Method
- 2.1.4. Common Concepts in Scientific Research
  - 2.1.4.1. Dependent and Independent Variables
  - 2.1.4.2. Hypotheses
  - 2.1.4.3. Operationalization
  - 2.1.4.4. The Law or Theory of Hedging

2.2. Elements of Communication
- 2.2.1. Introduction
- 2.2.2. Elements of Communication
- 2.2.3. Empirical Research
  - 2.2.3.1. Basic Research vs. Applied Research
  - 2.2.3.2. Research Paradigms
  - 2.2.3.3. Values in Research
  - 2.2.3.4. The Unit of Analysis
  - 2.2.3.5. Cross-Sectional and Longitudinal Studies
- 2.2.4. Defining Communication

2.3. Trends in Social Communication Research
- 2.3.1. Introduction. Communication in the Ancient World
- 2.3.2. Communication Theorists
  - 2.3.2.1. Greece
  - 2.3.2.2. The Sophists, Early Communication Theorists
  - 2.3.2.3. Aristotelian Rhetoric
  - 2.3.2.4. Cicero and the Canons of Rhetoric
  - 2.3.2.5. Quintilian: The Oratorical Institution
- 2.3.3. The Modern Period: The Theory of Argumentation
  - 2.3.3.1. Anti-Retoricist Humanism
  - 2.3.3.2. Communication in Baroque
  - 2.3.3.3. From the Enlightenment to Mass Society
- 2.3.4. The 20th Century: The Rhetoric of the Mass Media
  - 2.3.4.1. Media Communication

2.4. Communicative Behavior
- 2.4.1. Introduction: the Communicative Process
- 2.4.2. Communicative Behavior
  - 2.4.2.1. Animal Ethology and the Study of Human Communication
  - 2.4.2.2. The Biological Background of Communication
  - 2.4.2.3. Intrapersonal Communication
  - 2.4.2.4. Patterns of Communicative Behavior

2.4.3. The Study of Non-Verbal Communicative Behavior
2.4.3.1. The Movement of the Body as a Pattern of Communicative Action
2.4.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements

2.5. The Communicative Transaction
2.5.1. Introduction: The Communicative Transaction
2.5.2. Transactional Analysis
2.5.2.1. The I-Child
2.5.2.2. The Father-Self
2.5.2.3. The Adult-Self
2.5.3. Classification of Transactions

2.6. Identity, Self-Concept and Communication
2.6.1. Introduction
2.6.2. Identity, Self-Concept and Communication
2.6.2.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
2.6.2.2. The Strategy of Negative Emotions
2.6.2.3. The Strategy of Positive Emotions
2.6.2.4. The Strategy to Induce Emotions in Others
2.6.2.5. The Mutual Commitment Strategy
2.6.2.6. The Strategy of Pity or Understanding
2.6.3. The Presentation of Oneself in Everyday Rituals
2.6.3.1. Symbolic Interactionism
2.6.4. Constructivism
2.6.5. Self-Concept Motivated to Interact
2.6.5.1. The Theory of Reasoned Action
2.6.6. Conversational Pragmatics

2.7. Communication in Groups and Organizations
2.7.1. Introduction: the Communicative Process
2.7.2. Communicative Behavior
2.7.2.1. Animal Ethology and the Study of Human Communication
2.7.2.2. The Biological Background of Communication
2.7.2.3. Intrapersonal Communication
2.7.2.4. Patterns of Communicative Behavior
2.7.3. The Study of Non-Verbal Communicative Behavior
2.7.3.1. The Movement of the Body as a Pattern of Communicative Action
2.7.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements.

2.8. Media Communication I
2.8.1. Introduction
2.8.2. The Media Communication
2.8.3. Characteristics of the Media and its Messages
2.8.3.1. The Mass Media
2.8.3.2. Media Functions
2.8.4. The Powerful Effects of the Mass Media
2.8.4.1. The Media Tell us What to Think and What not to Think

2.9. Media Communication II
2.9.1. Introduction
2.9.2. The Hypodermic Theory
2.9.3. The Limited Effects of the Media
2.9.4. The Uses and Gratifications of Mass Communications
2.9.4.1. Theory of Uses and Gratifications
2.9.4.2. Origins and Principles
2.9.4.3. Objectives of the Theory of Uses and Gratifications
2.9.4.4. Expectations Theory

2.10. Media Communication III
2.10.1. Introduction
2.10.2. Computerized Communication and Virtual Reality
2.10.2.1. Computer-Mediated Communication: the Problem of its Theoretical Integration
2.10.2.2. Definitions of Computed Communication
2.10.3. Evolution of the Theory of Uses and Gratifications
2.10.3.1. Reinforcements of Media Dependency Theory
2.10.4. Virtual Reality as an Emerging Object of Study
2.10.4.1. Psychological Immersion of the User
2.10.5. Telepresence

Module 3. Technology and Information and Knowledge Management

3.1. New Communication Tendencies
- 3.1.1. Introduction to Computer Science
- 3.1.2. What is a Computer?
  - 3.1.2.1. Elements of a Computer
- 3.1.3. The Files
  - 3.1.3.1. File Compression
- 3.1.4. Representation and Information Measurement
- 3.1.5. Distance Learning
- 3.1.6. Basic Rules of Online Communication
- 3.1.7. How to Download Information from the Internet?
  - 3.1.7.1. Saving an Image
- 3.1.8. The Forums as a Place of Interaction

3.2. The Design and Use of Virtual Classrooms for Distance Learning
- 3.2.1. Introduction
- 3.2.2. Distance Learning
  - 3.2.2.1. Features
  - 3.2.2.2. Advantages of Distance Educational
  - 3.2.2.3. Distance Education Generations
- 3.2.3. Virtual Classrooms in Distance Learning
  - 3.2.3.1. The Design of Virtual Classrooms for Distance Learning
- 3.2.4. Virtual Worlds and Distance Education
  - 3.2.4.1. *Second Life*

3.3. Plan and Organisation Techniques
- 3.3.1. Introduction
- 3.3.2. Knowledge Maps
  - 3.3.2.1. Functional Criteria
  - 3.3.2.2. Classification of Knowledge Maps
  - 3.3.2.3. Concept and Definition of the Knowledge Map
  - 3.3.2.4. Mapping or Application of Knowledge
- 3.3.3. Construction of Knowledge Maps
- 3.3.4. Types of Knowledge Maps
- 3.3.5. Knowledge Maps with their Own Name
  - 3.3.5.1. Concept Maps
  - 3.3.5.2. Mind Maps
  - 3.3.5.3. Yellow Pages

3.4. Collaborative Work Environments: Tools and Applications in the Cloud
- 3.4.1. Introduction
- 3.4.2. *Benchmarking*
  - 3.4.2.1. Concepts
- 3.4.3. Benchmark and Benchmarking
- 3.4.4. Types and Phases of Benchmarking. Approaches and Approximations to Benchmarking
- 3.4.5. Benchmarking Costs and Benefits
- 3.4.6. The Xerox Case Study
- 3.4.7. Institutional Reports

3.5. Online Communication and Online Communication for Learning
- 3.5.1. Introduction
- 3.5.2. Online Communication
  - 3.5.2.1. What is Communication and How is it Performed?
  - 3.5.2.2. What is Online Communication?
  - 3.5.2.3. Online Communication for Learning
  - 3.5.2.4. Online Communication for Distance Learning and the Distance Learner
- 3.5.3. Free Online Communication Tools
  - 3.5.3.1. Email
  - 3.5.3.2. Instant Messaging Tools
  - 3.5.3.3. Google Talk
  - 3.5.3.4. Pidgin
  - 3.5.3.5. Facebook Messenger
  - 3.5.3.6. WhatsApp

3.6. Knowledge Management
- 3.6.1. Introduction to Knowledge Management
- 3.6.2. FADO Matrices
- 3.6.3. What is Communication and How is it Performed?
- 3.6.4. Definition
  - 3.6.4.1. Steps to Construct a Cause-Effect Diagram

3.7. Data Processing Tools. Spreadsheets
- 3.7.1. Introduction to Calculation Sheets
- 3.7.2. Origins
- 3.7.3. Cells
- 3.7.4. Basic Arithmetic Operations in Spreadsheets
  - 3.7.4.1. The Four Basic Operations
- 3.7.5. Operations with Constants
- 3.7.6. Operations with Variables. Advantages
- 3.7.7. Relativity

3.8. Digital Presentation Tools
- 3.8.1. Introduction
- 3.8.2. How to Prepare Effective Academic Presentations
  - 3.8.2.1. Planning and Outlining the Presentation
- 3.8.3. Production
- 3.8.4. SlideShare
  - 3.8.4.1. Main Characteristics and Functional Criteria
  - 3.8.4.2. How to Use SlideShare?

3.9. Online Information Sources
- 3.9.1. Introduction
- 3.9.2. Traditional Media
  - 3.9.2.1. Radio
  - 3.9.2.2. Press
  - 3.9.2.3. Television
- 3.9.3. Blog
- 3.9.4. YouTube
- 3.9.5. Social Media
  - 3.9.5.1. Facebook
  - 3.9.5.2. Twitter
  - 3.9.5.3. Instagram
  - 3.9.5.4. Snapchat
- 3.9.6. Search Engine Advertising
- 3.9.7. *Newletters*

3.10. Saturation of Information
- 3.10.1. Introduction
- 3.10.2. Saturation of Information
  - 3.10.2.1. Information in Today's World
  - 3.10.2.2. Press
  - 3.10.2.3. Television
  - 3.10.2.4. Radio
- 3.10.3. Manipulating Information

Module 4. Fundamentals of Communication in the Digital Environment

4.1. Web 2.0 or the Social Web
- 4.1.1. Organization in the Age of Conversation
- 4.1.2. Web 2.0 Is All About People
- 4.1.3. Digital Environment and New Communication Formats

4.2. Digital Communication and Reputation
- 4.2.1. Online Reputation Report
- 4.2.2. Etiquette and Best Practices in Social Networking
- 4.2.3. Branding and 2.0 Networks

4.3. Online Reputation Plan Design and Planning
- 4.3.1. Overview of the Main Social Media
- 4.3.2. Brand Reputation Plan
- 4.3.3. General Metrics, ROI, and Social CRM
- 4.3.4. Online Crisis and Reputational SEO

4.4. General, Professional, and Microblogging Platforms
- 4.4.1. Facebook
- 4.4.2. LinkedIn
- 4.4.3. Google+
- 4.4.4. Twitter

4.5. Video, Image, and Mobility Platforms
- 4.5.1. YouTube
- 4.5.2. Instagram
- 4.5.3. Flickr
- 4.5.4. Vimeo
- 4.5.5. Pinterest

4.6. Content and Storytelling Strategy
- 4.6.1. Corporate Blogging
- 4.6.2. Content Marketing Strategy
- 4.6.3. Creating a Content Plan
- 4.6.4. Content Curation Strategy

4.7. Social Media Strategies
- 4.7.1. Corporate PR and Social Media
- 4.7.2. Defining the Strategy to be Applied in Each Medium
- 4.7.3. Analysis and Evaluation of Results

4.8. Community Administration
- 4.8.1. Roles, Tasks and Responsibilities of the Community Administration
- 4.8.2. Social Media Manager
- 4.8.3. Social Media Strategist

4.9. Social Media Plan
- 4.9.1. Designing a Social Media Plan
- 4.9.2. Schedule, Budget, Expectations and Follow-up
- 4.9.3. Contingency Protocol in Case of Crisis

4.10. Online Monitoring Tools
- 4.10.1. Management Tools and Desktop Applications
- 4.10.2. Monitoring and Research Tools

Module 5. Written Communication

5.1. History of Communication
- 5.1.1. Introduction
- 5.1.2. Communication in Antiquity
- 5.1.3. The Revolution of Communication
- 5.1.4. Current Communication

5.2. Oral and Written Communication
- 5.2.1. Introduction
- 5.2.2. The Text and its Linguistics
- 5.2.3. The Text and its Properties: Coherence and Cohesion
  - 5.2.3.1. Coherence
  - 5.2.3.2. Cohesion
  - 5.2.3.3. Recurrence

5.3. Planning or Prewriting
- 5.3.1. Introduction
- 5.3.2. Writing Processes
- 5.3.3. Planning
- 5.3.4. Documentation

5.4. The Act of Writing
- 5.4.1. Introduction
- 5.4.2. Style
- 5.4.3. Lexicon
- 5.4.4. Sentence
- 5.4.5. Paragraph

5.5. Rewriting
- 5.5.1. Introduction
- 5.5.2. The Review

5.5.3. How to Use the Computer to Improve the Text
5.5.3.1. Dictionary
5.5.3.2. Search/Change
5.5.3.3. Synonyms
5.5.3.4. Paragraph
5.5.3.5. Shades
5.5.3.6. Cut and Paste
5.5.3.7. Change Control, Commenting and Version Comparison
5.6. Spelling and Grammar Issues
5.6.1. Introduction
5.6.2. Most Common Accentuation Problems
5.6.3. Capitalization
5.6.4. Punctuation Marks
5.6.5. Abbreviations and Acronyms
5.6.6. Other Signs
5.6.7. Some Problems
5.7. Textual Models: the Description
5.7.1. Introduction
5.7.2. Definition
5.7.3. Types of Description
5.7.4. Description Types
5.7.5. Techniques
5.7.6. Linguistic Elements
5.8. Textual Models: Narration
5.8.1. Introduction
5.8.2. Definition
5.8.3. Features
5.8.4. Components
5.8.5. The Narrator
5.8.6. Linguistic Elements
5.9. Textual Models: the Exposition and the Epistolary Genre
5.9.1. Introduction
5.9.2. The Exposition
5.9.3. The Epistolary Genre
5.9.4. Components
5.10. Textual Models: Argumentation
5.10.1. Introduction
5.10.2. Definition
5.10.3. Elements and Structure of Argumentation
5.10.4. Types of Arguments
5.10.5. Fallacies
5.10.6. Structure
5.10.7. Linguistic Features
5.11. Academic Writing
5.11.1. Introduction
5.11.2. Scientific Work
5.11.3. Summary
5.11.4. The Review
5.11.5. The Trial
5.11.6. Appointments
5.11.7. Writing on the Internet

Module 6. Television Communication

6.1. The Message on Television
6.1.1. Introduction
6.1.2. The Message on Television
6.1.3. TV as the Union of Dynamic Image and Audio
6.2. History and Evolution of the Television Media
6.2.1. Introduction
6.2.2. Origin of the Television Medium
6.2.3. History and Evolution in the World of Television Media

6.3. Television Genres and Formats
- 6.3.1. Introduction
- 6.3.2. Television Genres
- 6.3.3. Format on Television

6.4. The Script on Television
- 6.4.1. Introduction
- 6.4.2. Types of Scripts
- 6.4.3. Role of the Script in Television

6.5. Television Programming
- 6.5.1. Introduction
- 6.5.2. History
- 6.5.3. Block Programming
- 6.5.4. Cross-Programming
- 6.5.5. Counterprogramming

6.6. Language and Narration in Television
- 6.6.1. Introduction
- 6.6.2. Language in Television
- 6.6.3. Television Narration

6.7. Speech and Expression Techniques
- 6.7.1. Introduction
- 6.7.2. Speech Techniques
- 6.7.3. Expression Techniques

6.8. Creativity in Television
- 6.8.1. Introduction
- 6.8.2. Creativity in Television
- 6.8.3. The Future of Television

6.9. Production
- 6.9.1. Introduction
- 6.9.2. Television Production
- 6.9.3. Pre-Production
- 6.9.4. Production and Recording
- 6.9.5. Post-Production

6.10. Digital Technologies and Techniques in Television
- 6.10.1. Introduction
- 6.10.2. The Role of Technology in Television
- 6.10.3. Digital Techniques in Television

Module 7. Radio Communication

7.1. History of Broadcasting
- 7.1.1. Introduction
- 7.1.2. Origins
- 7.1.3. Orson Welles and "The War of the Worlds"
- 7.1.4. Radio in the World
- 7.1.5. The New Radio

7.2. Radio Language
- 7.2.1. Introduction
- 7.2.2. Characteristics of Radio Communication
- 7.2.3. Elements that Make Up the Radio Language
- 7.2.4. Characteristics of the Construction of Radiophonic Texts
- 7.2.5. Characteristics of Radiophonic Text Writing
- 7.2.6. Glossary of Terms Used in Radiophonic Language

7.3. The Radio Script. Creativity and Expression
- 7.3.1. Introduction
- 7.3.2. Radio Script
- 7.3.3. Basic Principles in the Development of a Script

7.4. Broadcast Production, Realization and Voice-Over in Broadcasting
- 7.4.1. Introduction
- 7.4.2. Production and Realization
- 7.4.3. Radio Voice-Over
- 7.4.4. Peculiarities of Radio Voice-Over
- 7.4.5. Practical Breathing and Voice-Over Exercises

7.5. Improvisation in Broadcasting
- 7.5.1. Introduction
- 7.5.2. Peculiarities of the Radio Media
- 7.5.3. What is Improvisation?
- 7.5.4. How is Improvisation Carried Out?
- 7.5.5. Sports Information in Radio. Characteristics and Language
- 7.5.6. Lexical Recommendations

7.6. Radio Genres
- 7.6.1. Introduction
- 7.6.2. Radio Genres
  - 7.6.2.1. The News
  - 7.6.2.2. The Chronicle
  - 7.6.2.3. The Report
  - 7.6.2.4. The Interview
- 7.6.3. The Round Table and the Debate

7.7. Radio Audience Research
- 7.7.1. Introduction
- 7.7.2. Radio Research and Advertising Investment
- 7.7.3. Main Research Methods
- 7.7.4. General Media Study
- 7.7.5. Summary of the General Media Study
- 7.7.6. Traditional Radio vs. Online Radio

7.8. Digital Sound
- 7.8.1. Introduction
- 7.8.2. Basic Concepts about Digital Sound
- 7.8.3. History of Sound Recording
- 7.8.4. Main Digital Sound Formats
- 7.8.5. Digital Sound Editing. Audacity

7.9. New Radio Operator
- 7.9.1. Introduction
- 7.9.2. New Radio Operator
- 7.9.3. The Formal Organization of Broadcasters
- 7.9.4. The Task of the Editor
- 7.9.5. The Content Gathering
- 7.9.6. Immediacy or Quality?

Module 8. Creativity in Communication

8.1. To Create is to Think
- 8.1.1. The Art of Thinking
- 8.1.2. Creative Thinking and Creativity
- 8.1.3. Thought and Brain
- 8.1.4. The Lines of Research on Creativity: Systematization

8.2. Nature of the Creative Process
- 8.2.1. Nature of Creativity
- 8.2.2. The Notion of Creativity: Creation and Creativity
- 8.2.3. The Creation of Ideas for Persuasive Communication
- 8.2.4. Nature of the Creative Process in Advertising

8.3. The Invention
- 8.3.1. Evolution and Historical Analysis of the Creation Process
- 8.3.2. Nature of the Classical Canon of the Invention
- 8.3.3. The Classical View of Inspiration in the Origin of Ideas
- 8.3.4. Invention, Inspiration, Persuasion

8.4. Rhetoric and Persuasive Communication
- 8.4.1. Rhetoric and Advertising
- 8.4.2. The Rhetorical Parts of Persuasive Communication
- 8.4.3. Rhetorical Figures
- 8.4.4. Rhetorical Laws and Functions of Advertising Language BORRAR

8.5. Creative Behavior and Personality
- 8.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
- 8.5.2. Creative Behavior and Motivation
- 8.5.3. Perception and Creative Thinking
- 8.5.4. Elements of Creativity

8.6. Creative Skills and Abilities
- 8.6.1. Thinking Systems and Models of Creative Intelligence
- 8.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
- 8.6.3. Interaction Between Factors and Intellectual Capabilities
- 8.6.4. Creative Skills
- 8.6.5. Creative Capabilities

8.7. The Phases of the Creative Process
- 8.7.1. Creativity as a Process
- 8.7.2. The Phases of the Creative Process
- 8.7.3. The Phases of the Creative Process in Advertising

8.8. Troubleshooting
- 8.8.1. Creativity and Problem Solving
- 8.8.2. Perceptual Blocks and Emotional Blocks
- 8.8.3. Methodology of Invention: Creative Programs and Methods

8.9. The Methods of Creative Thinking
- 8.9.1. Brainstorming as a Model for Idea Creation
- 8.9.2. Vertical Thinking and Lateral Thinking
- 8.9.3. Methodology of Invention: Creative Programs and Methods

8.10. Creativity and Advertising Communication
- 8.10.1. The Creative Process as a Specific Product of Advertising Communication
- 8.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
- 8.10.3. Methodological Principles and Effects of Advertising Creation
- 8.10.4. Advertising Creation: From Problem to Solution
- 8.10.5. Creativity and Persuasive Communication

Module 9. Corporate Identity

9.1. The Importance of Image in Businesses
- 9.1.1. What is Corporate Image?
- 9.1.2. Differences Between Identity and Corporate Image
- 9.1.3. Where Can the Corporate Image Be Displayed?
- 9.1.4. Changes in Corporative Image. Why Achieve a Good Corporate Image?

9.2. Research Techniques in Corporate Image
- 9.2.1. Introduction
- 9.2.2. The Study of the Company's Image
- 9.2.3. Corporate Image Research Techniques
- 9.2.4. Qualitative Image Study Techniques
- 9.2.5. Types of Quantitative Techniques

9.3. Image Audit and Strategy
- 9.3.1. What is Image Audit?
- 9.3.2. Guidelines
- 9.3.3. Audit Methodology
- 9.3.4. Strategic Planning

9.4. Corporate Culture
- 9.4.1. What is Corporate Culture?
- 9.4.2. Factors Involved in Corporate Culture
- 9.4.3. Functions of Corporate Culture
- 9.4.4. Types of Corporate Culture

9.5. Corporate Social Responsibility and Corporate Reputation
- 9.5.1. CSR: Concept and Application of the Company
- 9.5.2. Guidelines for Integrating CSR into Businesses
- 9.5.3. CSR Communication
- 9.5.4. Corporate Reputation

9.6. Corporate Visual Identity and Naming
- 9.6.1. Corporate Visual Identity Strategies
- 9.6.2. Basic Elements
- 9.6.3. Basic Principles
- 9.6.4. Preparation of the Manual
- 9.6.5. The Naming

9.7. Brand Image and Positioning
- 9.7.1. The Origins of Trademarks
- 9.7.2. What is a Brand?
- 9.7.3. The Need to Build a Brand
- 9.7.4. Brand Image and Positioning
- 9.7.5. The Value of Brands

9.8. Image Management through Crisis Communication
- 9.8.1. Strategic Communication Plan
- 9.8.2. When it All Goes Wrong: Crisis Communication
- 9.8.3. Cases

9.9. The Influence of Promotions on Corporate Image
- 9.9.1. The New Advertising Industry Landscape
- 9.9.2. The Marketing Promotion
- 9.9.3. Features
- 9.9.4. Dangers
- 9.9.5. Promotional Types and Techniques

9.10. Distribution and Image of the Point of Sale
- 9.10.1. The Main Players in Commercial Distribution
- 9.10.2. The Image of Retail Distribution Companies through Positioning
- 9.10.3. Through its Name and Logo

Module 10. The Fundamentals of Graphic Design

10.1. Introduction to Design
- 10.1.1. Design Concept: Art and Design
- 10.1.2. Fields of Application of the Design
- 10.1.3. Design and Ecology: Ecodesign
- 10.1.4. Activist Design

10.2. Design and Configuration
- 10.2.1. The Design Process
- 10.2.2. The Idea of Progress
- 10.2.3. The Dichotomy Between Need and Desire

10.3. Introduction to Adobe Lightroom I
- 10.3.1. Tour of the Interface: Catalog and Preferences
- 10.3.2. Program Structure and Visualization
- 10.3.3. Structure of the library
- 10.3.4. File Import

10.4. Introduction to Adobe Lightroom II
- 10.4.1. Fast Development, Keywords and Metadata
- 10.4.2. Simple Collections
- 10.4.3. Intelligent Collections
- 10.4.4. Practice

10.5. Library in Adobe Lightroom
- 10.5.1. Classification and Structuring Methods
- 10.5.2. Stacks, Virtual Copies, Files Not Found
- 10.5.3. Watermark and Logos
- 10.5.4. Export

10.6. Revealing in Adobe Lightroom I
- 10.6.1. Developed Module
- 10.6.2. Lens Correction and Cropping
- 10.6.3. The Histogram
- 10.6.4. Calibration and Profiling

10.7. Presets
- 10.7.1. What Are They?
- 10.7.2. How Are They Used?
- 10.7.3. What Kind of Presets Are Saved in Lightroom Presets?
- 10.7.4. Search Resources

10.8. Tone in Adobe Lightroom
- 10.8.1. Tone Curve
- 10.8.2. HSL
- 10.8.3. Split Tones
- 10.8.4. Practice

10.9. Revealing in Adobe Lightroom II
- 10.9.1. Masks
- 10.9.2. Development with Brush
- 10.9.3. Focus and Noise Reduction
- 10.9.4. Vignetting
- 10.9.5. Red Eye and Blemish Removal

10.10. Revealing in Adobe Lightroom III
- 10.10.1. Transform an Image
- 10.10.2. Creation of Panoramic Photographs
- 10.10.3. HDR, What Is It? How Do We Create It?
- 10.10.4. Synchronize Settings

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

05

Study Methodology

TECH is the world's first university to combine the case study methodology with Relearning, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

"At TECH you will NOT have live classes (which you might not be able to attend)"

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

> *TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"*

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

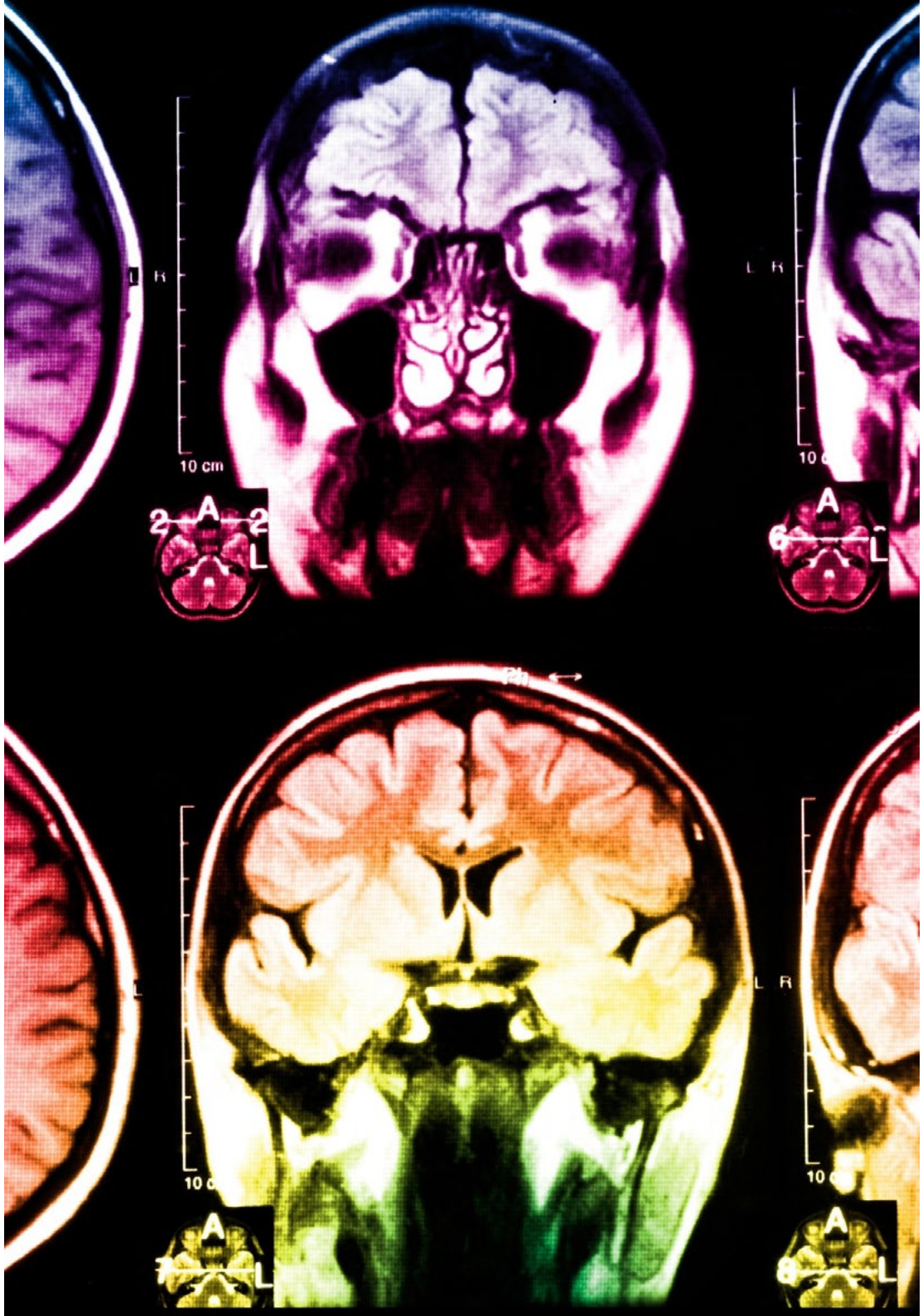
In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

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.
This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

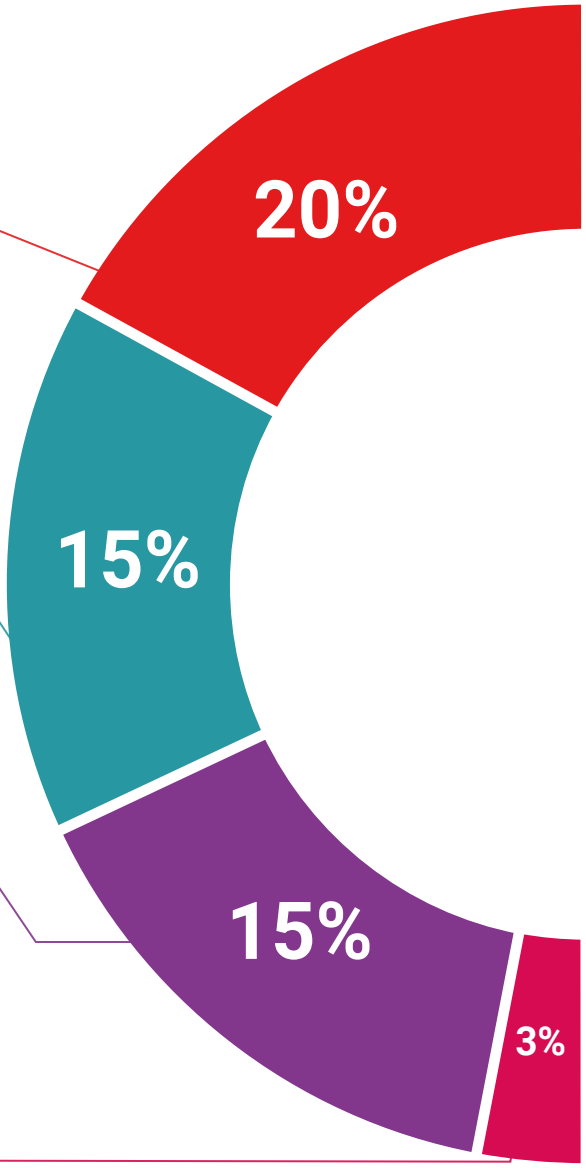
You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

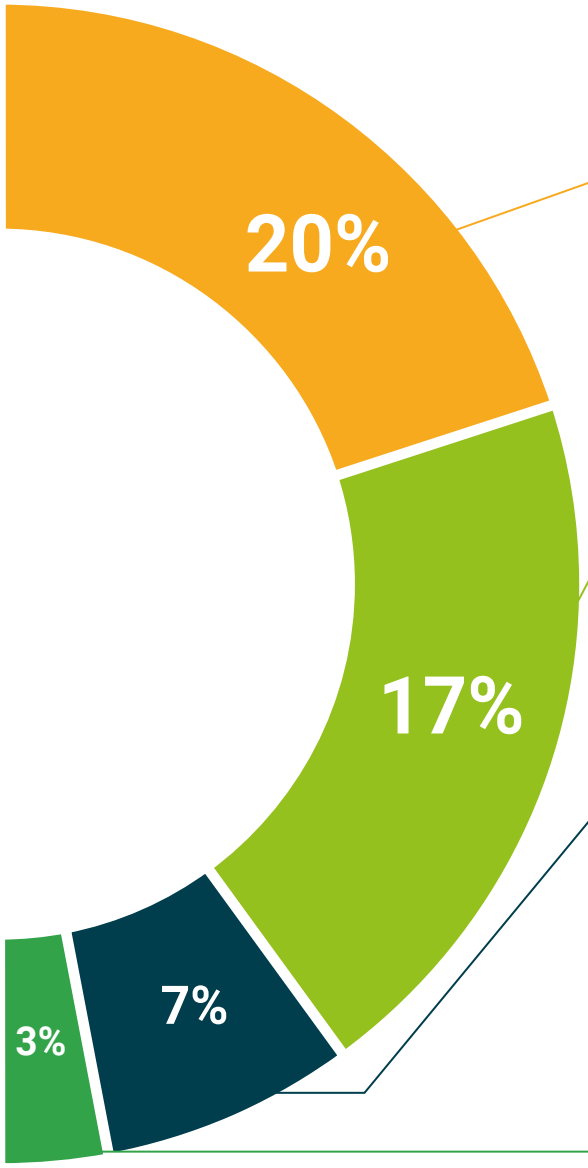
Interactive Summaries

We present 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".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field.
Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

06

Certificate

The Professional Master's Degree in Multimedia Communication guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma issued by TECH Global University.

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

This private qualification will allow you to obtain a **Professional Master's Degree in Multimedia Communication** 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** private qualification, 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: **Professional Master's Degree in Multimedia Communication**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

tech global university

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

Professional Master's Degree in Multimedia Communication

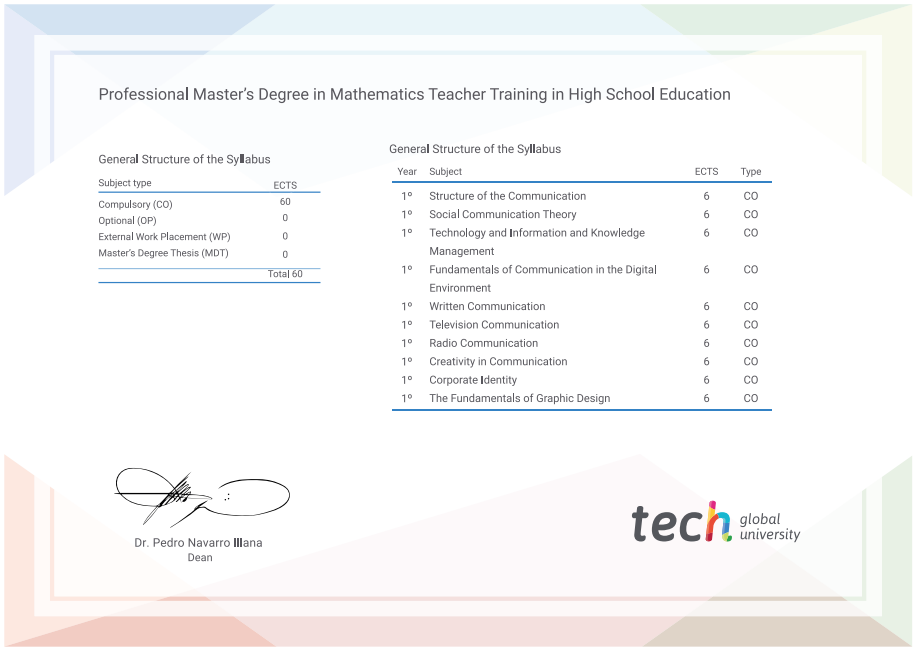
This is a private qualification of 1,800 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates



Professional Master's Degree in Mathematics Teacher Training in High School Education

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
	Total 60

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Structure of the Communication	6	CO
1º	Social Communication Theory	6	CO
1º	Technology and Information and Knowledge Management	6	CO
1º	Fundamentals of Communication in the Digital Environment	6	CO
1º	Written Communication	6	CO
1º	Television Communication	6	CO
1º	Radio Communication	6	CO
1º	Creativity in Communication	6	CO
1º	Corporate Identity	6	CO
1º	The Fundamentals of Graphic Design	6	CO

Dr. Pedro Navarro Illana
Dean

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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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Professional Master's Degree

Multimedia Communication

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Global University**
- Accreditation: **60 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Professional Master's Degree

Multimedia Communication

tech global university