

Professional Master's Degree

Television Journalism



Professional Master's Degree Television Journalism

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

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

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01

Introduction

Television is one of the main forms of media that the public uses to stay informed. It is a format that allows instantaneous updating of news and, in addition, relies on images to achieve greater interest in the information. However, specialization in this field is essential for journalists who wish to work naturally in this medium.



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Acquire the skills to become an excellent journalist and learn to inform the audience about current world affairs in television format. For this, we offer you this Professional Master's Degree with all the latest news on the subject"

The particularities of broadcast journalism are not normally taught in depth in information science programs, where education is focused more on theoretical aspects than on practical ones. To really know what it is like to work in television, it is essential to continue studying with specialized postgraduate studies.

The fact is that both writing and speaking for television, or the way to face the cameras, is something for which the journalist must have acquired great skills that allow them to do it naturally, capturing the attention of the public without distractions.

For this reason, this Professional Master's Degree aims to train students in television journalism in such a way as to enable them to acquire a series of competencies that will allow them to put into practice everything they have learned. The program covers everything from the theory of journalism and advertising to visual communication, audiovisual narrative and sports and cultural journalism, two sectors of great relevance on the small screen. In addition, as it could not be otherwise, one of the strong points of this Professional Master's Degree is the study of Journalism and Television Communication.

This program is the most complete and directed for the professional in the field of journalism and communication to reach a higher level of performance, focused at all times on Television Journalism. Take advantage of the opportunity and become a professional with solid foundations through this academic program and the latest educational technology 100% online.

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

- ♦ The development of case studies presented by experts in television journalism
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ News on Television Journalism
- ♦ Practical exercises where self assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in broadcast journalism
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



This Professional Master's Degree is perfect for you to know how to tell the story you want to tell and do it in a professional way"

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Learn from the best professionals in journalism in this Professional Master's Degree with excellent professional value. It is a unique opportunity to specialize in television journalism"

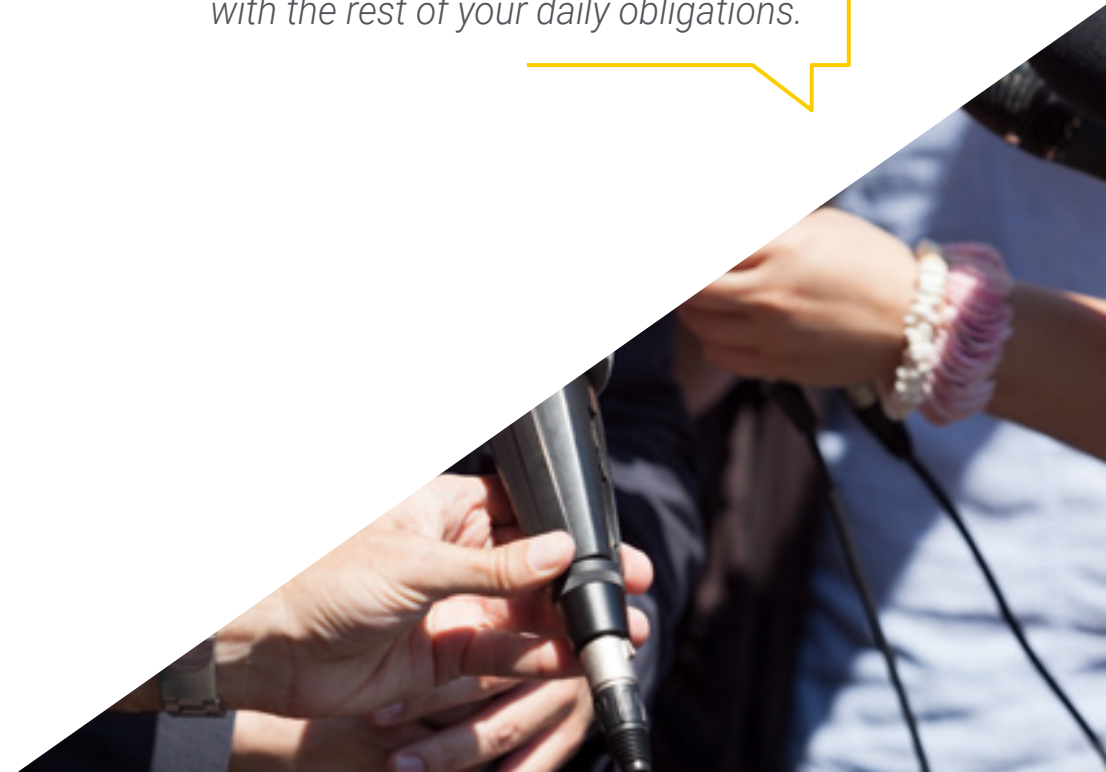
Its teaching staff includes professionals from the world of journalism, who bring to this program the experience of their work, as well as renowned specialists from prestigious reference societies and universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive learning programmed to prepare for real situations.

The design of this program focuses on Problem Based Learning, through which the student must try to solve the different professional practice situations that arise. To do so, the professional will be assisted by an innovative interactive video system developed by renowned and experienced experts in the field of television journalism.

Don't miss the opportunity to increase your competence in Television Journalism.

We offer you the best teaching methodology in the market and a 100% online education with which you can balance your study time with the rest of your daily obligations.



02

Objectives

This Postgraduate Diploma is aimed at professional journalists, so that they can acquire the necessary tools to develop in the field, learning about the latest trends and delving into the issues that are at the forefront of this branch of knowledge. Only with the proper education, the journalist will be able to capture what he or she wants through television.



A close-up photograph of a hand holding a blue pen, writing on a spiral-bound notebook. The notebook is open, and the pen is in the process of writing. The background is a blurred blue and white pattern, possibly a desk or a wall. The image is partially obscured by a large red and white diagonal graphic element.

“

With this Professional Master's Degree, we want to fulfill our objective of educational excellence so that you can specialize in this broad sector of communication"



General Objective

- ♦ Achieve the necessary knowledge to write and transmit information, through the different journalistic genres, in the television format



Develop your skills to become a versatile journalist at the forefront of the the latest trends”





Specific Objectives

Module 1. Theory of Journalism

- ♦ Mastering the journalistic tradition from its origins to the present day, with attention to the main media, journalists to the main media outlets, journalists, and major news coverage
- ♦ Analyze the types of newspapers that exist and their contents
- ♦ Documenting news processes and handling new technologies related to the treatment of documents
- ♦ Know the main journalistic tools and their selection criteria
- ♦ Express and act on public opinion, using all the methods, languages and technological supports available to journalism today (press, radio, television and networks)
- ♦ Know and analyze the elements of the newspaper

Module 2. Advertising Theory

- ♦ Understand the theories on advertising, marketing, public relations and corporate communication
- ♦ Know the origin, evolution and economic and social impact of advertising
- ♦ Know how to describe the structure of advertising agencies
- ♦ Know the basic notions about advertising and marketing
- ♦ Define each of the functions for the management of the information company, highlighting their main applications

Module 3. Informative Documentation

- ♦ Identify the professional profiles of journalists, as well as the main skills required in the performance of their professional practice
- ♦ Locating, retrieving and using information, as well as providing an overview of the current situation of documentation in its different facets
- ♦ Documenting news processes and handling new technologies related to the treatment of documents
- ♦ Provide a practical vision of the work performed by a documentalist in the media.
- ♦ Master the elements of the information and knowledge society
- ♦ Organize complex communicative knowledge in a coherent manner and its relationship with other social and human sciences
- ♦ Relate the main milestones and trends in the history of communication and their impact and influence on society

Module 4. Visual Communication

- ♦ Understand the nature and communicative potential of images
- ♦ Know the determinants of effective communication to large and small audiences, including non-verbal communication and the use of body language
- ♦ Analyze the persuasiveness of advertising through images
- ♦ Have an in depth knowledge of editorial and journalistic design

Module 5. Audiovisual Narrative

- ♦ Understand the importance of audiovisual narrative in today's communication environment
- ♦ Master the basic guidelines that govern audiovisual communication for the elaboration of the different radio genres
- ♦ Know the particularities of audiovisual discourse
- ♦ Know the fundamental concepts of visual narrative
- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Know the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Have verbal and written communication skills to transmit ideas and decisions with clarity and rigor in the presentation
- ♦ Solve problems arising in the professional practice

Module 6. Television Communication

- ♦ Analyze the television message
- ♦ Know how to place communication in the context of the other social sciences
- ♦ Read and analyze specialized texts and documents on any relevant topic and know how to summarize or adapt them using a language or lexicon understandable to a majority audience



Module 7. Television Journalism

- ♦ Communicate and inform in the language of each of the traditional media (press, photography, radio, television), in their modern combined forms (multimedia) or new digital media (Internet), through hypertextuality
- ♦ Retrieve, organize, analyze, hierarchize and process information and communication
- ♦ Knowing and analyzing the organization of a television newsroom

Module 8. Sports Journalism

- ♦ Write sports journalistic pieces according to the specifications of the different informative (news), interpretative (chronicle, interview and report) and opinion (editorial, column, article, etc.) genres
- ♦ Know the ins and outs of the sports press
- ♦ Analyze sports programming on television
- ♦ Analyze trends in sports programming on television

Module 9. Cultural Journalism

- ♦ Understand the importance of culture in the field of journalism
- ♦ Analyze journalistic texts related to the cultural and artistic field
- ♦ Analyze cultural contents in different communication channels
- ♦ Write texts according to the different journalistic genres of information, interpretation and opinion, closely related to the dissemination of culture

Module 10. Informative Company

- ♦ Understand the theories of advertising, marketing, public relations and corporate communication
- ♦ Identify the functions and strategies deployed by organizations to be present in the media or to favor better communication with their customers, suppliers and employees
- ♦ Understand the mechanisms necessary at the organizational level to develop the different aspects of a communication company and its performance in a globalized context
- ♦ Understand the types of media companies that exist
- ♦ Know how an information company is structured

03 Skills

After passing the assessments of the Professional Master's Degree in Television Journalism, the students will have acquired the professional skills required to perform quality work and, in addition, will acquire new skills and techniques that will help them to complement the knowledge they already possessed previously.





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Through studying this Professional Master's Degree you will acquire the necessary skills to be able to take your performance to a higher level”



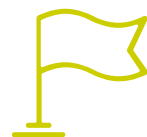
General Skill

- ♦ Writing, broadcasting and transmitting information on television

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Enroll in the best program Professional Master's Degree in Journalism and Digital Communication in the current university scenario”





Specific Skills

- ♦ Identify the communication process and analyze the elements that form it
- ♦ Know the main journalistic tools and know how to use them
- ♦ Correct use of images and non-verbal communication
- ♦ Communicate through images
- ♦ Distinguish the different journalistic genres and learn how to use them
- ♦ Produce publications in audiovisual format

04

Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



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TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”

International Guest Director

Chris Rogers is a leading Investigative Journalist and Presenter, with extensive experience in Broadcast Journalism, documentary production and current affairs programming. In fact, his passion for creating hard-hitting content has led him to win numerous awards, including a BAFTA and multiple EMMY nominations.

In this regard, he has been instrumental in developing, producing and directing investigative and observational documentaries, as well as current affairs programs for major networks such as the BBC, ITV and Sky. In addition, his most notable contribution has been the creation and executive production of the BAFTA award-winning program “FYI: For Your Info” for Sky News, which has been recognized for its original coverage and its impact on public awareness of current affairs issues. In addition to his television work, Chris Rogers has ventured into Radio, with credits on stations such as LBC, BBC Five Live, BBC Radio London and BBC World Service.

It is worth noting that his work has addressed sensitive issues such as human rights violations, war, crime, politics and social issues, generating a significant impact internationally. In this sense, he has been recognized for his undercover investigations, which have exposed inhumane conditions in orphanages in Romania and Turkey, leading to investigations at the European level.

Similarly, his documentary “Duchess and Daughters: The Secret Mission”, in which he took the Duchess of York and her daughters undercover to check the conditions of these orphanages for themselves as part of their charity work, has unleashed a diplomatic storm and received much international attention. In addition, his book “Undercover” has documented these investigations and has become a success despite legal challenges, reaching the top ten best seller record on Amazon.



Mr. Rogers, Chris

- Producer and Director of Longform Investigations, BBC, London, UK
- Editor of Breakfast with Eamonn Holmes, on GB News
- Creative Director and Executive Producer at Fresh Star Media
- Executive Producer and Editor of FYI: For Your Info, on Sky News
- Radio Presenter for Sunday Morning, Bauer Media Group
- Producer and Reporter for ITV Tonight (Documentary Series), ITV Studios
- Presenter of ITV News, ITV London Tonight/Today, at ITN
- Presenter and Editor, LBC Nightly News, Global
- Reporter for Sky News and Presenter of Weekday Afternoons, on Sky News
- News Presenter on RI:SE (Sky Production), Channel 4
- Radio Presenter for Capital FM London, on Global
- Radio Presenter for Hallam FM, Hallam FM & Greatest Hits Radio
- Author of the book "Undercover"
- BAFTA Award Winner
- BA in Communication and Media Studies, South East Essex College of Arts, UK

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Thanks to TECH, you will be able to learn with the best professionals in the world”

05

Structure and Content

The structure of the contents has been designed by a team of professionals in journalism, aware of the relevance of the current relevance of education in order to delve into the area of knowledge, to perform professional quality work through the new tools available.



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This Professional Master's Degree contains the most complete and up to date educational program on the market"

Module 1. Theory of Journalism

- 1.1. Definition and types of Newspapers
 - 1.1.1. Introduction: The Study of Communication as a Social Science
 - 1.1.2. Key Concepts: Communication, Information and Journalism.
 - 1.1.3. The Media and its Relationship with the Community
 - 1.1.4. Newspapers and Their Relationship with Other Media.
 - 1.1.5. Definition and Characteristics of the Newspaper
 - 1.1.5.1. History
 - 1.1.5.2. Themes
 - 1.1.5.3. Selling Price
 - 1.1.5.4. Format
 - 1.1.6. The Contents of the Newspaper
 - 1.1.6.1. Sections
- 1.2. Main Journalistic Tools
 - 1.2.1. Introduction
 - 1.2.2. Main Journalistic Tools
 - 1.2.3. Selection Criteria
 - 1.2.3.1. What Are They?
 - 1.2.3.2. Classification
 - 1.2.3.3. Relationship with the Present Time
- 1.3. Elements of the Newspaper
 - 1.3.1. Introduction
 - 1.3.2. Elements of the Newspaper
 - 1.3.3. Different Elements
- 1.4. Journalists and Their Journalistic Skills or Abilities
 - 1.4.1. Introduction
 - 1.4.2. Journalists and Their Journalistic Skills or Abilities
 - 1.4.3. Debate on the Journalistic Profession
 - 1.4.4. Attitudes
 - 1.4.4.1. Practical Attitudes
 - 1.4.4.2. Intellectual and Moral Attitudes
- 1.5. The Organization of a Newspaper
 - 1.5.1. Introduction
 - 1.5.2. Two Structures in One: The Company and the Newsroom
 - 1.5.3. Editorial Principles
 - 1.5.4. Editorial Statutes
 - 1.5.4.1. Editorial Roles
 - 1.5.5. Epilogue: From the Digital Version to the Digital Edition
- 1.6. Journalistic Work
 - 1.6.1. Introduction
 - 1.6.2. Journalistic Work
 - 1.6.3. What Is a Newsroom and How Is it Organized?
 - 1.6.4. Daily
 - 1.6.5. Long-Term Planning
 - 1.6.6. Individual and Collective Work
 - 1.6.6.1. Individual Work
 - 1.6.6.2. Collective Work
 - 1.6.6.3. Style Books
- 1.7. Journalistic Ethics
 - 1.7.1. Introduction
 - 1.7.2. Origin and Historical Evolution
 - 1.7.2.1. The Hutchins Report
 - 1.7.2.2. The McBride Report
 - 1.7.3. A Way to Regulate the Profession
 - 1.7.4. Functions of Self-Regulation
 - 1.7.5. Codes of Ethics

- 1.8. Types of Journalism
 - 1.8.1. Introduction
 - 1.8.2. Investigative Journalism
 - 1.8.2.1. Qualities of The Investigative Journalist
 - 1.8.2.2. Williams Scheme
 - 1.8.2.3. Research-Innovation Techniques
 - 1.8.3. Precision Journalism
 - 1.8.3.1. Specializations of Precision Journalism
 - 1.8.4. Service Journalism
 - 1.8.4.1 Thematic Characteristics
 - 1.8.5. Journalistic Specialization
 - 1.8.6. Development of Specialized Information
- 1.9. Journalism and Rhetoric
 - 1.9.1. Introduction
 - 1.9.2. Information-Opinion Separation
 - 1.9.3. Theories of Journalistic Genres
 - 1.9.4. Contributions of Rhetoric
 - 1.9.5. Elocutio or Elocution
- 1.10. Journalism as a Political Actor
 - 1.10.1. Introduction
 - 1.10.2. The Newspaper According to Theoreticians
 - 1.10.3. The Newspaper, Actor of Conflict
 - 1.10.3.1. The Newspaper as Communication
 - 1.10.3.2. The Newspaper at the Extra, Inter and Intra levels.
 - 1.10.4. The Newspaper as Peacemaker
 - 1.10.4.1. Alarm Mechanism
 - 1.10.4.2. Creator of Atmospheres, Mobilizer for Peace
 - 1.10.5. The Newspaper as a Complex Problem-Creation and Problem-Solving System
 - 1.10.6. The Newspaper as a Missionary Institution
 - 1.10.7. The Newspaper as the Apex of a Triangle of Love-Hate Relationships
 - 1.10.8. The Newspaper as a Narrator and Participant in Conflicts

- 1.11. Journalism as a Social Actor
 - 1.11.1. Introduction
 - 1.11.2. The Newspaper as Interpreter and Mediator
 - 1.11.3. The Newspaper as a Member of the Political System and as a Parapolitical System.
 - 1.11.4. The Newspaper as Informer and Pseudo-Political Communicator.
 - 1.11.5. The Newspaper as an Addressee of the Communication Policies of Other Social Actors.

Module 2. Advertising Theory

- 2.1. Advertising Theory
 - 2.1.1. Introduction
 - 2.1.2. Basic Notions on Advertising and Marketing
 - 2.1.2.1. Marketing
 - 2.1.2.2. Advertising
 - 2.1.3. Advertising, Public Relations and Publicity
 - 2.1.4. Dimensions and Social Scope of Contemporary Advertising
 - 2.1.5. Successful Advertising: KFC
- 2.2. History of Advertising
 - 2.2.1. Introduction
 - 2.2.2. Origin
 - 2.2.3. The Industrial Revolution and Advertising
 - 2.2.4. The Development of the Advertising Industry
 - 2.2.5. Advertising in the Internet World
 - 2.2.6. Successful Advertising: Coca-Cola Case Study
- 2.3. Advertising and its Protagonists I: The Advertiser
 - 2.3.1. Introduction
 - 2.3.2. How the Advertising Industry Works
 - 2.3.3. Types of Advertisers
 - 2.3.4. Advertising in the Company's Organization Chart
 - 2.3.5. Successful Advertising: Facebook Case Study

- 2.4. Advertising and its Protagonists II: Advertising Agencies
 - 2.4.1. Introduction
 - 2.4.2. The Advertising Agency: Advertising Communication Professionals
 - 2.4.3. The Organizational Structure of Advertising Agencies
 - 2.4.4. Types of Advertising Agencies
 - 2.4.5. Fee Management in Advertising Agencies
 - 2.4.6. Successful Advertising: Nike
- 2.5. Advertising and its Protagonists III: The Advertising Receiver
 - 2.5.1. Introduction
 - 2.5.2. The Advertising Recipient and its Context
 - 2.5.3. The Advertising Recipient as a Consumer
 - 2.5.4. Needs and Desires in Advertising
 - 2.5.5. Advertising and Memory: on Advertising Effectiveness
 - 2.5.6. Successful Advertising: Ikea Case Study
- 2.6. The Advertising Creation Process I: From Advertiser to Media
 - 2.6.1. Introduction
 - 2.6.2. Preliminary Aspects of the Advertising Creation Process
 - 2.6.3. The Advertising Brief or Communication Brief
 - 2.6.4. Creative Strategy
 - 2.6.5. Media Strategy
 - 2.6.5.1. Successful Advertising: Apple
- 2.7. The Process of Advertising Creation II: Creativity and Advertising
 - 2.7.1. Introduction
 - 2.7.2. Fundamentals of Advertising Creative Work
 - 2.7.3. Advertising Creativity and its Communicative Statute
 - 2.7.4. Creative Work in Advertising
 - 2.7.5. Successful Advertising: Real Madrid Case Study
- 2.8. The Process of Advertising Creation III: Ideation and Development of the Advertising Manifesto
 - 2.8.1. Introduction
 - 2.8.2. Creative Conception and Strategy
 - 2.8.3. The Creative Conception Process
 - 2.8.4. The Ten Basic Paths of Creativity According to Lluís Bassat: Advertising Genres
 - 2.8.5. Advertising Formats
 - 2.8.6. Successful Advertising: McDonald's

- 2.9. Advertising Media Planning
 - 2.9.1. Introduction
 - 2.9.2. Media and Planning
 - 2.9.3. Advertising Media and their Classification
 - 2.9.4. Media Planning Tools
 - 2.9.5. Successful Advertising: Pepsi
- 2.10. Advertising, Society and Culture
 - 2.10.1. Introduction
 - 2.10.2. The Relationship between Advertising and Society
 - 2.10.3. Advertising and Emotions
 - 2.10.4. Advertising, Subjects and Things
 - 2.10.5. Successful Advertising: Burger King

Module 3. Informative Documentation

- 3.1. Introduction to Documentation as a Science
 - 3.1.1. Introduction
 - 3.1.2. The Information and Knowledge Society
 - 3.1.3. Information and Documentation
 - 3.1.4. Definition of Documentation
 - 3.1.5. The Birth of Documentation as a Science
 - 3.1.6. Documentation Centers
- 3.2. History and Characteristics of Information Documentation
 - 3.2.1. Introduction
 - 3.2.2. History of Informative Documentation
 - 3.2.3. General Characteristics of Informative Documentation
 - 3.2.4. Principles of Informative Documentation
 - 3.2.5. Functions of Informative Documentation
- 3.3. The Journalistic Chronicle (II). Headlines, Headings and Stylistic Resources
 - 3.3.1. Introduction
 - 3.3.2. The Headline of the Chronicles
 - 3.3.3. Types of Headings
 - 3.3.4. The Body: Main Stylistic Resources
 - 3.3.5. Reference Work: Concept and Classification

- 3.4. Documentary Analysis I
 - 3.4.1. Introduction
 - 3.4.2. The Documentary Chain
 - 3.4.3. Documentary Selection
 - 3.4.4. Documentary Analysis
 - 3.4.5. Cataloging
 - 3.4.6. Documentary Description and Bibliographic Entry
- 3.5. Documentary Analysis II
 - 3.5.1. Introduction
 - 3.5.2. Classification
 - 3.5.3. Indexing
 - 3.5.4. Summary
 - 3.5.5. Documentary Reference
 - 3.5.6. Documentary Languages
- 3.6. Information Retrieval and Databases
 - 3.6.1. Introduction
 - 3.6.2. Information Retrieval
 - 3.6.3. Database Management Systems
 - 3.6.4. Interrogation Languages and Search Equations
 - 3.6.5. Information Retrieval Evaluation
 - 3.6.6. Databases
- 3.7. Photographic Documentation
 - 3.7.1. Introduction
 - 3.7.2. Photography
 - 3.7.3. The Photographic Document
 - 3.7.4. Criteria for Photographic Selection
 - 3.7.5. Documentary Analysis of the Photographs
- 3.8. Radio Documentation
 - 3.8.1. Introduction
 - 3.8.2. Characteristics of the Sound Document
 - 3.8.3. Typology of Radio documents
 - 3.8.4. The Radiophonic Archives
 - 3.8.5. Documentary Analysis of Sound Information
 - 3.8.6. The Informative Documentation in the Radio

- 3.9. Audiovisual Documentation
 - 3.9.1. Introduction
 - 3.9.2. The Audiovisual Document
 - 3.9.3. Television Documentation
 - 3.9.4. Documentary Analysis of the Moving Image
 - 3.9.5. Cinematographic Documentation
- 3.10. Documentation in the Written and Digital Press and in Communication Departments
 - 3.10.1. Introduction
 - 3.10.2. The Basic Documentation Service in the Written Media
 - 3.10.3. The Documentation Process in Digital Media
 - 3.10.4. The Documentation Service in the Digital Newsroom
 - 3.10.5. Documentation in Communication Departments

Module 4. Visual Communication

- 4.1. Visual Communication
 - 4.1.1. Introduction
 - 4.1.2. Visual Communication and Visual Literacy
 - 4.1.2.1. Learning Visual Culture
 - 4.1.2.2. Natural Language or Arbitrary Language
 - 4.1.3. Qualities of Visual Communication
 - 4.1.3.1. Qualities of Visual Communication
 - 4.1.3.2. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
 - 4.1.3.3. Degree of Complexity of the Message
 - 4.1.4. Definition of Visual Communication
- 4.2. Graphic Design
 - 4.2.1. Introduction
 - 4.2.2. The Design
 - 4.2.3. Graphic Design
 - 4.2.3.1. Graphics
 - 4.2.3.2. Design and Art
 - 4.2.4. Graphic Design and Communication
 - 4.2.5. Areas of Application of Graphic Design

- 4.3. Background and Evolution of Visual Communication
 - 4.3.1. Introduction
 - 4.3.2. The Problem of the Origin
 - 4.3.3. Prehistory
 - 4.3.4. The Ancient Age
 - 4.3.4.1. Greece
 - 4.3.4.2. Rome
 - 4.3.5. The Middle Ages
 - 4.3.6. The Renaissance: The Rise of the Printing Press in Europe
 - 4.3.7. From the XVI to the XVIII Century
 - 4.3.8. The XIX Century and the First Half of the XX Century
- 4.4. The Meaning of Visual Messages
 - 4.4.1. Introduction
 - 4.4.2. The Image, the Signifying Object
 - 4.4.3. The Representational Quality of the Image: Iconicity
 - 4.4.3.1. Type, Pattern and Form
 - 4.4.4. The Plastic Quality of the Image
 - 4.4.4.1. The Plastic Sign
 - 4.4.5. The Symbolic Quality
 - 4.4.6. Other Visual Codes
- 4.5. Persuasion
 - 4.5.1. Introduction
 - 4.5.2. Advertising Persuasion
 - 4.5.3. Features
- 4.6. Elements Related to Image Representation
 - 4.6.1. Introduction
 - 4.6.2. Elements Related to Image Representation
 - 4.6.3. The Articulation of Image Representation
 - 4.6.3.1. The Concept of Representation
 - 4.6.3.2. The Articulation of Representation
 - 4.6.3.3. The Plastic Significance





- 4.6.4. Morphological Elements of the Image
- 4.6.5. Scalar Elements of the Image
 - 4.6.5.1. Size
 - 4.6.5.2. Scale
 - 4.6.5.3. The Proportion
 - 4.6.5.4. Format
- 4.7. The Composition
 - 4.7.1. Introduction
 - 4.7.2. Composition or Visual Syntax
 - 4.7.3. The Balance
 - 4.7.4. Dynamic Elements of Representation
 - 4.7.5. Normative Composition
- 4.8. Color and Light
 - 4.8.1. Introduction
 - 4.8.2. Light, Color and Perception
 - 4.8.2.1. Light and the Visible Color Spectrum
 - 4.8.2.2. The Perception of Light and Colors
 - 4.8.2.3. The Adaptive Capacity of the Perceptual System
 - 4.8.2.4. The Color Temperature of a Light Source
 - 4.8.3. Primary Colors
 - 4.8.4. Basic Color Reproduction Techniques
 - 4.8.5. Color Dimensions
 - 4.8.6. Harmony Types and Pallet Construction
 - 4.8.7. Plastic Functions of Color
- 4.9. Typography
 - 4.9.1. Introduction
 - 4.9.2. Formal Structure and Type Measurement
 - 4.9.3. Classification of Typefaces
 - 4.9.4. The Composition of the Text
 - 4.9.5. Issues Affecting Readability

- 4.10. Editorial Design and Infographics
 - 4.10.1. Introduction
 - 4.10.2. Editorial Design
 - 4.10.3. Infographics
- 4.11. Journalistic Design from the Point of View of Image Theory
 - 4.11.1. Introduction
 - 4.11.2. Functions of Journalistic Design
 - 4.11.3. Final Note on The Term Journalistic Design
 - 4.11.4. Arbitrariness or Naturalness of the Journalistic Design
 - 4.11.5. Articulation of the Visual Language of Journalistic Design

Module 5. Audiovisual Narrative

- 5.1. The Audiovisual Narrative
 - 5.1.1. Introduction
 - 5.1.2. Fundamental Concepts of Audiovisual Narrative
 - 5.1.3. A Methodological Approach
 - 5.1.4. Particularities of Audiovisual Discourse
 - 5.1.5. Audiovisual Language
 - 5.1.6. The Image
 - 5.1.7. Sound
- 5.2. The Discourse and the Enunciating Stages
 - 5.2.1. Introduction
 - 5.2.2. The Functions of the Narrative
 - 5.2.3. The Construction of Narrative Text
 - 5.2.4. The Enunciating Instances
 - 5.2.5. Typologies of Narrators
 - 5.2.6. Focalization
 - 5.2.7. The Narrator
- 5.3. The Story and the Axes of the Narrative
 - 5.3.1. Introduction
 - 5.3.2. The History
 - 5.3.3. The Narrative Action
 - 5.3.4. Time
 - 5.3.5. The Space
 - 5.3.6. Sound

- 5.4. The Construction of the Audiovisual Discourse: The Script
 - 5.4.1. Introduction
 - 5.4.2. The Script
 - 5.4.3. The Idea
 - 5.4.4. Genres
 - 5.4.4.1. Fantastic and Horror Films
 - 5.4.4.2. War Films
 - 5.4.4.3. Comedy Films
 - 5.4.4.4. The Musical
 - 5.4.4.5. Documentaries
 - 5.4.5. Characters and Dialogue
 - 5.4.6. The Literary Script vs. The Technical Script
- 5.5. Theory and Analysis of Film Editing
 - 5.5.1. Introduction
 - 5.5.2. Assembly Definition
 - 5.5.3. The Basic Units of Film Narrative
 - 5.5.4. First Theoretical Approaches
 - 5.5.5. Types of Montage
 - 5.5.6. Invisible Mounting: The Raccord. Glossary on Mounting
- 5.6. The Cinematographic Narration: From the Origins to the Post-Modernity.
 - 5.6.1. Introduction
 - 5.6.2. The Origins of Cinema
 - 5.6.3. The Cinema of the Origins: The Space-Time Articulation
 - 5.6.4. The Avant-Garde and The Cinema
 - 5.6.5. The Hollywood Cinema
 - 5.6.6. The Art Cinema and The Essay
 - 5.6.7. Contemporary Cinema
- 5.7. Computer Cinema: From Newsreels to Documentaries
 - 5.7.1. Introduction
 - 5.7.2. Informative Cinema
 - 5.7.3. The Cinematographic Newsreels
 - 5.7.4. Documentaries
 - 5.7.5. The Informative Fiction Cinema
 - 5.7.6. The Value of Newsreels as a Historical Source

- 5.8. Television Discourse: Information and Entertainment
 - 5.8.1. Introduction
 - 5.8.2. Television Discourse
 - 5.8.3. Narratology of Audiovisual Information
 - 5.8.4. Audiovisual Information Genres
 - 5.8.5. Infotainment
 - 5.8.6. Entertainment Programs
 - 5.8.7. Fiction Television Storytelling
- 5.9. The Audiovisual Advertising Discourse: Spot, Trailer and Videoclip
 - 5.9.1. Introduction
 - 5.9.2. Advertising Narrative in the Audiovisual Media
 - 5.9.2.1. Spot
 - 5.9.2.2. Trailer
 - 5.9.2.3. Videoclip
- 5.10. New Media and Narrative Structures in the Digital Era
 - 5.10.1. Introduction
 - 5.10.2. The Digital Paradigm
 - 5.10.3. The New Media of the 21st Century
 - 5.10.4. New Media Practices
 - 5.10.5. The Post-Media Condition

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 Technology 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. Television Journalism

- 7.1. Organization of the Newsroom and News Coverage
 - 7.1.1. Introduction
 - 7.1.2. Organization in a Television Newsroom
 - 7.1.3. Posts
 - 7.1.4. News Coverage
- 7.2. Non-Daily News
 - 7.2.1. Introduction
 - 7.2.2. Non-Daily News
 - 7.2.2.1. Weekend News Programs
 - 7.2.2.2. Exceptional News Programs
- 7.3. Daily News Programs
 - 7.3.1. Introduction
 - 7.3.2. Daily News Programs
 - 7.3.3. Types of News Programs
 - 7.3.3.1. Breaking News
 - 7.3.3.2. Daily Informative
 - 7.3.3.3. Talk Shows
 - 7.3.3.4. Infotainment
- 7.4. The Chronicle, the Report and the Interview
 - 7.4.1. Introduction
 - 7.4.2. The Chronicle
 - 7.4.3. Types of Reportage
 - 7.4.4. Types of Interviews
- 7.5. The Study Headline
 - 7.5.1. Introduction
 - 7.5.2. The Study Headline
 - 7.5.3. Audiovisual Headlines
- 7.6. Programs According to Formats. Magazines and Reality Shows
 - 7.6.1. Introduction
 - 7.6.2. Definition of Magazine
 - 7.6.3. Definition of Reality-Show



- 7.7. Specialized Programs According to Content
 - 7.7.1. Introduction
 - 7.7.2. Specialized Journalism
 - 7.7.3. Specialized Programs
- 7.8. Television Production
 - 7.8.1. Introduction
 - 7.8.2. Television Production
 - 7.8.3. Pre-Production
 - 7.8.4. Filming
 - 7.8.5. Control of Realization
- 7.9. Treatment of Live and Deferred Information
 - 7.9.1. Introduction
 - 7.9.2. Treatment of Live Information
 - 7.9.3. Treatment of Deferred Information
- 7.10. Editing Techniques
 - 7.10.1. Introduction
 - 7.10.2. Television Editing Techniques
 - 7.10.3. Types of Editing

Module 8. Sports Journalism

- 8.1. The Sports Press
 - 8.1.1. Introduction
 - 8.1.2. Currently
 - 8.1.3. Quality
 - 8.1.4. Local Sports
- 8.2. Genres: From Paper to the Web
 - 8.2.1. Introduction
 - 8.2.2. Contextualization
 - 8.2.3. From Information to Opinion
 - 8.2.4. Main Elements to Elaborate Interpretive Pieces
 - 8.2.5. Sports Journalist Skills
- 8.3. Sports Programming on Television
 - 8.3.1. Introduction
 - 8.3.2. Evolution of Sports Programs on Television
 - 8.3.3. Tendencies

- 8.4. Trends and Formats in Radio Today
 - 8.4.1. Introduction
 - 8.4.2. The Radio
 - 8.4.3. New Radio Trends
- 8.5. The Power of Images in Sports Journalism
 - 8.5.1. Introduction
 - 8.5.2. Sport and Images
 - 8.5.3. The Image in Sports Journalism
- 8.6. New Digital Narratives in Sports Journalism
 - 8.6.1. Introduction
 - 8.6.2. New Multimedia Narratives
 - 8.6.3. The Mutation of Audio and Video
 - 8.6.4. Data Journalism
- 8.7. The Language of Sports Journalists
 - 8.7.1. Introduction
 - 8.7.2. Features
 - 8.7.3. Reference Work for to Study
 - 8.7.4. Responsibility and Proactive Attitude of the Journalist
- 8.8. Women's Sport and the Media
 - 8.8.1. Introduction
 - 8.8.2. Sport and Gender
 - 8.8.3. Women and Sport: Women's Sport
 - 8.8.4. Women in Sports Journalism
- 8.9. The Use of Social Media in Sport
 - 8.9.1. Introduction
 - 8.9.2. The Use of Social Media
 - 8.9.3. Consequences for Journalists and Media Professionals
 - 8.9.4. Consequences for Athletes and Amateurs
- 8.10. Towards a New Model of Communication Management in Sports Organizations
 - 8.10.1. Introduction
 - 8.10.2. The Role of Corporate Communication in Sport
 - 8.10.3. Actors in the Communicative Management of Sport
 - 8.10.4. Conclusions

Module 9. Cultural Journalism

- 9.1. Concept and Delimitations of Cultural Journalism
 - 9.1.1. Introduction: The Concept of Culture
 - 9.1.2. Art Cultural Information
 - 9.1.3. Cultural Information on the Performing Arts
 - 9.1.4. Film Cultural Information
 - 9.1.5. Music Cultural Information
 - 9.1.6. Cultural Information in Books
- 9.2. The Origins of Cultural Journalism
 - 9.2.1. Introduction
 - 9.2.2. The Origins of Cultural Information in the Press
 - 9.2.3. The Origins of Cultural Information in the Radio
 - 9.2.4. The Origins of Cultural Information in the Television
- 9.3. The Practice of Cultural Journalism
 - 9.3.1. Introduction
 - 9.3.2. General Considerations
 - 9.3.3. Factors of Interest and Evaluation Criteria for the Elaboration of Cultural Information
- 9.4. The Sources of Cultural Journalism
 - 9.4.1. Introduction
 - 9.4.2. General Sources of Cultural Information
 - 9.4.3. Specific Sources of Audiovisual Information on Culture
- 9.5. Genres in Cultural Information
 - 9.5.1. Introduction
 - 9.5.2. News
 - 9.5.3. Interview
 - 9.5.4. Chronicle
 - 9.5.5. Reporting
- 9.6. The Current Diversification of Cultural Information in the Press, Radio and Television
 - 9.6.1. Introduction
 - 9.6.2. Press Cultural Information
 - 9.6.3. Radio Cultural Information
 - 9.6.4. Television Cultural Information

- 9.7. Culture and Internet
 - 9.7.1. Introduction
 - 9.7.2. Culture and Internet
 - 9.7.3. Benefits of Culture
- 9.8. Cultural Marketing
 - 9.8.1. Introduction
 - 9.8.2. Cultural Marketing
 - 9.8.3. How is Cultural Marketing Carried Out?
- 9.9. Image Analysis
 - 9.9.1. Introduction
 - 9.9.2. Theoretical and Methodological Approach to Culture.
 - 9.9.3. Culture, Communication and Meaning
 - 9.9.4. Culture and Imaginaries
- 9.10. Cyberculture and Digital Journalism of Cultural Contents
 - 9.10.1. Introduction
 - 9.10.2. Definition of Cyberculture
 - 9.10.3. Digital Journalism of Cultural Contents
 - 9.10.4. Keys to Digital Journalism of Cultural Content

Module 10. News Company

- 10.1. Concept and Evolution of the News Company
 - 10.1.1. What Is a News Company?
 - 10.1.2. Characteristics of the Journalistic Company
 - 10.1.3. Types of News Companies
- 10.2. Organization of a News Company
 - 10.2.1. Introduction
 - 10.2.2. What Does Company Organization Entail?
 - 10.2.3. How is a News Company Structured?
 - 10.2.4. Organizational Structure Models

- 10.3. News Company Multimedia Structure
 - 10.3.1. Introduction
 - 10.3.2. News Company Multimedia Structure
 - 10.3.3. From the News Company to the Multimedia Conglomerate
 - 10.3.4. Media Concentration: Causes and Consequences
 - 10.3.5. Large Media Groups
- 10.4. Marketing the News Company's Product
 - 10.4.1. Introduction
 - 10.4.2. Characteristics of Marketing in a News Company
 - 10.4.3. Marketing According to Distribution Channel
 - 10.4.4. Marketing in a Digital Company
- 10.5. Revenues and Expenses in a News Company
 - 10.5.1. Introduction
 - 10.5.2. The News Company in the Economic Environment
 - 10.5.3. Production Cycle in a News Company
 - 10.5.4. Economic Structure of a News Company
- 10.6. The News Company Plan
 - 10.6.1. Introduction
 - 10.6.2. Circumstances of Entrepreneurship and Self-Employment in the Information Market
 - 10.6.3. The Creation of a News Company
 - 10.6.4. The News Company Plan
 - 10.6.5. Market Possibilities of a News Company
- 10.7. Information Marketing and Strategic Planning
 - 10.7.1. Introduction
 - 10.7.2. What Is Marketing?
 - 10.7.3. Operational Marketing
 - 10.7.4. The 4 Ps of Marketing
- 10.8. Distribution and Promotion of the Information Product
 - 10.8.1. Introduction
 - 10.8.2. Distribution
 - 10.8.3. Promotion of Information Products: Sales Promotion and Advertising Promotion
- 10.9. Information Dissemination and Audiences
 - 10.9.1. Introduction
 - 10.9.2. What Do We Mean by Information Dissemination?
 - 10.9.3. What Is the Purpose Of Informative Dissemination?
 - 10.9.4. Indicators of Dissemination and Audience
- 10.10. Human Resources and Business Management
 - 10.10.1. Introduction
 - 10.10.2. The Responsibility of the News Company in Personnel Management
 - 10.10.3. Work Motivation
 - 10.10.4. News Company Management



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

06

Methodology

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

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



“

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

Case Study to contextualize all content

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

“

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



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



The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“ *Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

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

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

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



Practising Skills and Abilities

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



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Certificate

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



“

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

This program will allow you to obtain your **Professional Master's Degree diploma in Television Journalism** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Professional Master's Degree in Television Journalism**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**



*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.



Professional Master's Degree Television Journalism

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

Professional Master's Degree Television Journalism