

# Postgraduate Certificate Audiovisual Audiences





## Postgraduate Certificate Audiovisual Audiences

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/videogames/postgraduate-certificate/audiovisual-audiences](http://www.techtitute.com/us/videogames/postgraduate-certificate/audiovisual-audiences)

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# 01

# Introduction

Today, access to information is available from any device with an Internet connection. This has allowed the public to receive more options for entertainment and, consequently, the audience has become more critical and demanding in choosing what they want to watch. For this reason, most companies in the industry invest in knowing what the public wants to see, what they are looking for, their interests and preferences, in order to create new programs and series that capture their attention. In this sense, the following program will help students to know, in a theoretical way, the currents dedicated to the analysis of audiovisual reception.



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*Evaluate audiences to design programs  
that suit their tastes and needs”*

It is no wonder that people are becoming more and more demanding about the series and movies they consume. Hundreds of options are available on the market by simply pressing the screen of your Smartphone. Now, everyone has at their disposal, and at a very low cost, a multitude of customized products. Therefore, channels must not only compete on quality, but also on the needs of different types of audiences, so that they all have the option of choosing what to consume at any given moment.

That is why this Postgraduate Certificate in Audiovisual Audience will help students to understand how this market works, providing support to large networks to offer products that are capable of obtaining large audiences in different time slots, with the main objective of being leaders during most of the day. In this way, we will begin by understanding, at the empirical level, the currents of study dedicated to audiovisual reception. Then, the differences between the different ways of approaching audience research will be identified.

Finally, the student will acquire the ability to understand the transformations derived from digitalization. This will give them access to positions of great relevance in the main national and international television networks, such as Mediaset, Fox, CBS or Televisa, for example.

This **Postgraduate Certificate in Audiovisual Audiences** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- ◆ Practical cases studies are presented by experts in Design
- ◆ 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
- ◆ Practical exercises where self-assessment can be used to improve learning.
- ◆ Special focus on innovative methodologies for audience research
- ◆ 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



*The audience can help inspire you to create a new story or modify events to provide the desired miscellany"*

“ *Audience movements on social media have accomplished impossible things, most recently, the premiere of Zack Snyder's version of Justice League*”

*Social networks have become a valuable source of information for production companies.*

*Understands and applies the engagement model to measure audience behavior.*

It includes, in its teaching staff, professionals belonging to the field of design, who bring to this program the experience of their work, as well as recognized specialists from prestigious societies and universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training experience designed to train for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise during the academic program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

With this Postgraduate Certificate in Audiovisual Audiences, the student will be able to understand the needs of the target audience for a series, film or documentary. In this way, you will have the opportunity to learn about different strategies for segmenting and measuring reception studies. On the other hand, they will also understand the impact of social networks and the importance of listening to social media audiences. As a result, the job profile of designers will become more attractive to major television and film networks.



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*Devise and plan successful programming, taking into account the interests of the audience”*



## General Objectives

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- ◆ Know and determine the characteristics of the Audiovisual Audiences and their flows and variations
- ◆ Be able to understand the results of the audiences

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*The audience has the power to take a program off the air or modify its story to boost ratings”*





## Specific Objectives

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- ◆ Know, at a theoretical level, the currents of studies dedicated to audiovisual reception
- ◆ Identify the differences between the different ways of approaching the study of audiovisual reception and the current state of the art
- ◆ Understand the functioning of social networks as a fundamental part of today's audiovisual environment
- ◆ Understanding the links between audience and content
- ◆ Have the ability to understand the transformations resulting from digitization

03

# Structure and Content

The structure of this Postgraduate Certificate has been designed to meet the academic needs of designers who wish to understand the audiovisual media audience. In this way, they will be provided with a broad knowledge of their target audience through a segmentation and *engagement* study. The latter is a marketing strategy that helps people feel identified with a brand or a television series.





“

*Make an adequate television offer,  
understanding the key factors of your  
audiovisual audience”*

## Module 1. Audiovisual Audiences

- 1.1. Audiences in the Audiovisual Media
  - 1.1.1. Introduction
  - 1.1.2. The Constitution of the Hearings
- 1.2. The Study of Audiences: Traditions I
  - 1.2.1. Theory of Effects
  - 1.2.2. Theory of Uses and Gratifications
  - 1.2.3. Cultural Studies
- 1.3. The Study of Audiences: Traditions II
  - 1.3.1. Studies conducted on Reception
  - 1.3.2. Audiences for Humanistic Studies
- 1.4. Audiences from an Economic Perspective
  - 1.4.1. Introduction
  - 1.4.2. Audience Measurement
- 1.5. Theories of Reception
  - 1.5.1. Introduction to Reception Theories
  - 1.5.2. Historical Approach to Reception Studies
- 1.6. Audiences in the Digital World
  - 1.6.1. Digital Environment
  - 1.6.2. Communication and Convergence Culture
  - 1.6.3. The Active Nature of the Audiences
  - 1.6.4. Interactivity and Participation
  - 1.6.5. The Transnationality of Audiences
  - 1.6.6. Fragmented Audiences
  - 1.6.7. The Autonomy of Audiences





- 1.7. Audiences: The Essential Questions I
  - 1.7.1. Introduction
  - 1.7.2. Who They Are
  - 1.7.3. Why Do They Consume
- 1.8. Audiences: The Essential Questions II
  - 1.8.1. What They Consume
  - 1.8.2. How They Consume
  - 1.8.3. With What Effects
- 1.9. The *Engagement* Model I
  - 1.9.1. *Engagement* as a Metadimension of Audience Behavior
  - 1.9.2. The Complex Assessment of *Engagement*
- 1.10. The *Engagement* Model II
  - 1.10.1. Introduction. The Dimensions of *Engagement*
  - 1.10.2. *Engagement* and User Experiences
  - 1.10.3. *Engagement* as an Emotional Response from Audiences
  - 1.10.4. *Engagement* as a Result of Human Cognition
  - 1.10.5. The Observable Behaviors of Audiences as an Expression of *Engagement*



*Help your audience identify with a series or program by applying engagement strategies"*

04

# 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 to solve complex situations in real business environments through collaborative activities and real cases.*

### 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 that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your 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.

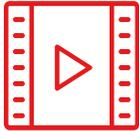
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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.



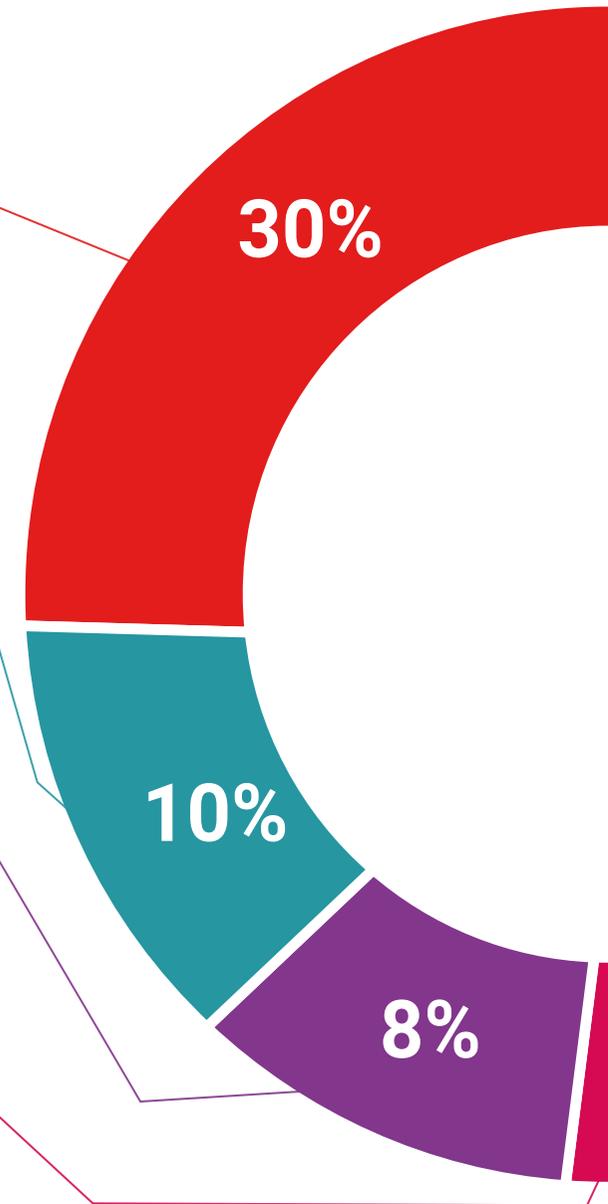
### Practising Skills and Abilities

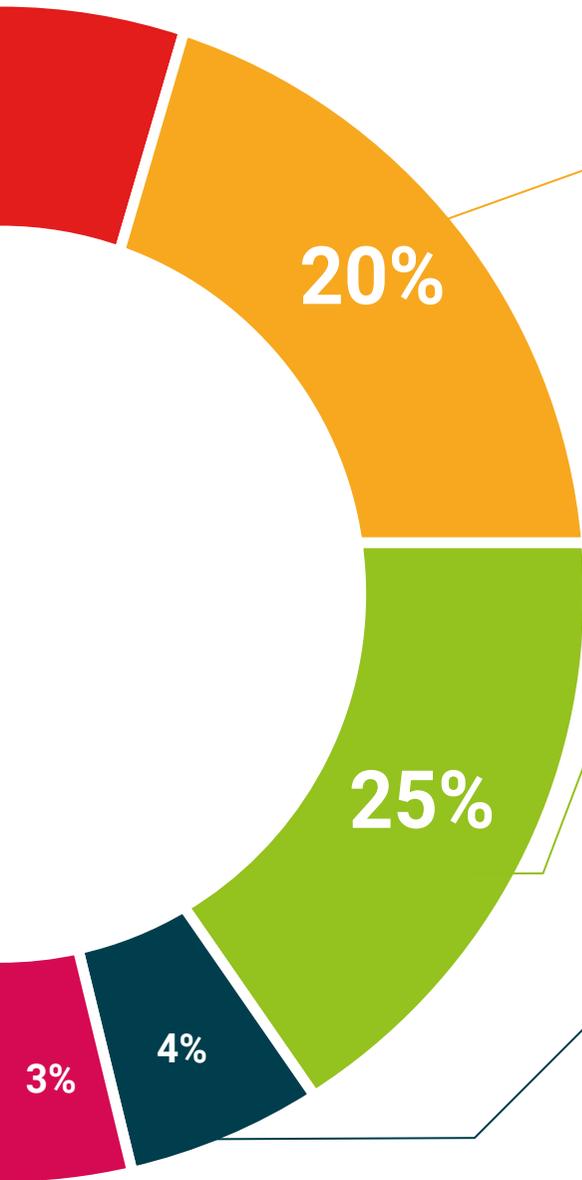
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### 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.



# 05 Certificate

The Postgraduate Certificate in Audiovisual Audiences guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Certificate issued by TECH Technological University.





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

This **Postgraduate Certificate in Audiovisual Audiences** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** diploma issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the **Postgraduate Certificate**, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Audiovisual Audiences**

Official N° of Hours: **150 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
virtual classroom

**tech** technological  
university

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