

Postgraduate Certificate Genres, Formats and Television Programming



Postgraduate Certificate Genres, Formats and Television Programming

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/videogames/postgraduate-certificate/genres-formats-television-programming

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

06

Certificate

p. 28

01

Introduction

Currently, editing and postproduction in television is determined by the genre of the program, whether it is a fiction, a report, a contest, among others. Although it seems that with the advent of the Internet and digital platforms this medium has been displaced, the truth is that many young people and adults continue to resort to it to distract and disconnect. Similarly, major companies such as Fox, CBS and Telemundo continue to bet on broadcasting their content on this platform. Therefore, in the following program, students will learn about the concept of genre applied to the production of fiction and television entertainment, analyzing, in turn, the processes of television supply, its evolution and current reality.





“

Learn about the origins of television and become a successful producer in this medium".

Television has become a space for entertainment and accompaniment for all tastes. There is a program for everyone and knowing this helps industry professionals to continue to create series and documentaries that attract the attention of the audience. In this way, large companies demand full knowledge of production, management and development of television programs.

With this Postgraduate Certificate the student will be able to learn the distinction between Genres and Formats, as well as the most important characteristics of each one of them. In this way, they will be able to create productions that adapt to the tastes of each audience. On the other hand, designers will also be able to analyze the cultural, social and economic aspects of each of the television genres as fundamental elements for their consumption.

Therefore, designers and programmers will have access to the most complete and relevant information on the subject or that will mark a before and after in their qualification and will open the doors to an exciting professional world. Thus, they will be able to access new job opportunities and collaborate in international projects.

This **Postgraduate Certificate in Genres, Formats and Television Programming** 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 emphasis on innovative methodologies for studying Genres, Formats and Television Programming
- ◆ 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



Know your audience and produce a program that suits their tastes"

“ *Interprets, analyzes and comments on the television format from a professional, aesthetic and cultural perspective*”

Understands the television offer from a social and cultural point of view.

Television continues to be an excellent medium for broadcasting different programs and series.

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

The main objective of this Postgraduate Certificate in Genres, Formats and Television Programming is to provide students with the opportunity to learn the concepts applied to television production. Therefore, they should begin by making a distinction between Genre and Format, and then carry out an analysis of the interests of the Spanish audience. In this way, they will be more than qualified for a new job in an internationally renowned company.



01:56:55:07

“

Thanks to this program you will be able to produce news programs, reality shows, soap operas and, in general, any television genre"



General Objectives

- ◆ Learn what they are and what characterizes the different television genres
- ◆ Know how the different television formats are structured and work

“

Television offerings are currently focused on entertainment programs. Betting on the public looking for this type of genre"





Specific Objectives

- ◆ Know the concept of genre as applied to fiction production and television entertainment
- ◆ Distinguish and interpret the various genres of fiction production and television entertainment and their evolution over time
- ◆ Have the capacity for cultural, social and economic analysis of television genres as the backbone of audiovisual creation and consumption practices
- ◆ Know the modifications and hybridizations that occur in television genres in the context of contemporary television
- ◆ Recognize the different formats in the context of the current television landscape
- ◆ Identify the keys to a format, its structure, operation and impact factors
- ◆ Know how to interpret, analyze and comment on a television format from a professional, aesthetic and cultural perspective
- ◆ Know the theoretical keys and the professional, social and cultural context of television programs, with special attention to television programs in the Spanish television model
- ◆ Know the main techniques and processes of programs in generalist television
- ◆ Understand and critically analyze the processes of the television offer, its evolution and current reality, in relation to the phenomenon of reception and the social and cultural contexts in which it is produced

03

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.



“

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

International Guest Director

Awarded by Women We Admire for her leadership in the news sector, Amirah Cissé is a prestigious expert in **Audiovisual Communication**. In fact, she has spent most of her professional career managing international projects for renowned brands based on the most innovative **marketing** strategies.

In this sense, her strategic skills and ability to integrate emerging technologies into multimedia content narratives in an avant-garde way have allowed her to be part of renowned institutions on a global scale. For example **Google**, **NBCUniversal** or **Frederator Networks** in New York. In this way, her work has focused on the creation of communication campaigns for various companies, generating highly creative **audiovisual content** that connects emotionally with audiences. Thanks to this, multiple companies have succeeded in building consumer loyalty over a long period of time; while the companies have also strengthened their market presence and ensured their long-term sustainability.

It is worth noting that her extensive work experience ranges from the **production of television programs** or the creation of sophisticated **marketing techniques** to the management of visual content on the main **social networks**. At the same time, she is considered a true **strategist** who identifies culturally relevant opportunities for clients. In doing so, she has developed tactics aligned with both audience expectations and needs; enabling entities to implement cost-effective solutions.

Firmly committed to the advancement of the audiovisual industry and excellence in her daily practice, she has combined these functions with her role as a **researcher**. As such, she has written multiple scientific articles specialized in emerging areas such as the dynamics of user behavior on the Internet, the impact of eSports in the field of entertainment and even the latest trends to enhance **creativity**.



Ms. Cissé, Amirah

- Director of Global Client Strategy, NBCUniversal, New York, United States
- Strategy Expert at Horizon Media, New York
- Engagement Manager at Google, California
- Cultural Strategist at Spaks & honey, New York
- Account Manager at Reelio, New York
- Account Coordinator at Jun Group, New York
- Content Strategy Specialist at Frederator Networks, New York
- Researcher at the Genealogical and Biographical Society of New York
- Academic Internship in Sociology and Anthropology at Kanda Gaigo University
- Bachelor of Fine Arts with a major in Sociology from Williams College
- Certification in: Leadership Training and Executive Coaching, Marketing Research

“

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

04

Structure and Content

The program structure of this Postgraduate Certificate will help students learn how the television industry works from the other side of the screen. Therefore, students will be motivated to critically analyze the current context of this medium, as well as to study the audience in order to know what they want to see. At the end of the degree, students will be qualified to enter creative and management jobs in the small screen. In addition, students will be able to take the course completely online, with a multitude of theoretical and practical resources.



“

If your goal is to access the television market, with this Postgraduate Certificate you will be able to achieve it"

Module 1. Genres, Formats and Television Programming

- 1.1. Genre in Television
 - 1.1.1. Introduction
 - 1.1.2. Television Genres
- 1.2. Format in Television
 - 1.2.1. Approach to the Concept of Format
 - 1.2.2. Television Formats
- 1.3. Creating Television
 - 1.3.1. The Creative Process in Entertainment
 - 1.3.2. The Creative Process in Fiction
- 1.4. Evolution of Formats in Today's International Market I
 - 1.4.1. Consolidation of the Format
 - 1.4.2. The Reality TV Format
 - 1.4.3. News in Reality TV
 - 1.4.4. Digital Terrestrial Television and Financial Crisis
- 1.5. Evolution of Formats in Today's International Market II
 - 1.5.1. Emerging Markets
 - 1.5.2. Global Brands
 - 1.5.3. Television Reinvents Itself
 - 1.5.4. The Age of Globalization
- 1.6. Selling the Format. The *Pitch*
 - 1.6.1. Sale of a Television Format
 - 1.6.2. The *Pitching*





- 1.7. Introduction to Television Programs
 - 1.7.1. The Role of Programs
 - 1.7.2. Factors Affecting Programs
- 1.8. Television Programs Models
 - 1.8.1. United States and United Kingdom
 - 1.8.2. Spain
- 1.9. The Professional Practice of Television Programs
 - 1.9.1. The Programs Department
 - 1.9.2. Programs for Television
- 1.10. Study of Audiences
 - 1.10.1. Television Audience Research
 - 1.10.2. Audience Concepts and Ratings



“*Television genres encompass many types of content that can allow you to explore different realities and create programs that appeal to audiences*”

05

Methodology

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

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





“

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

Case Study to contextualize all content

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

“

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



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



The student will learn 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

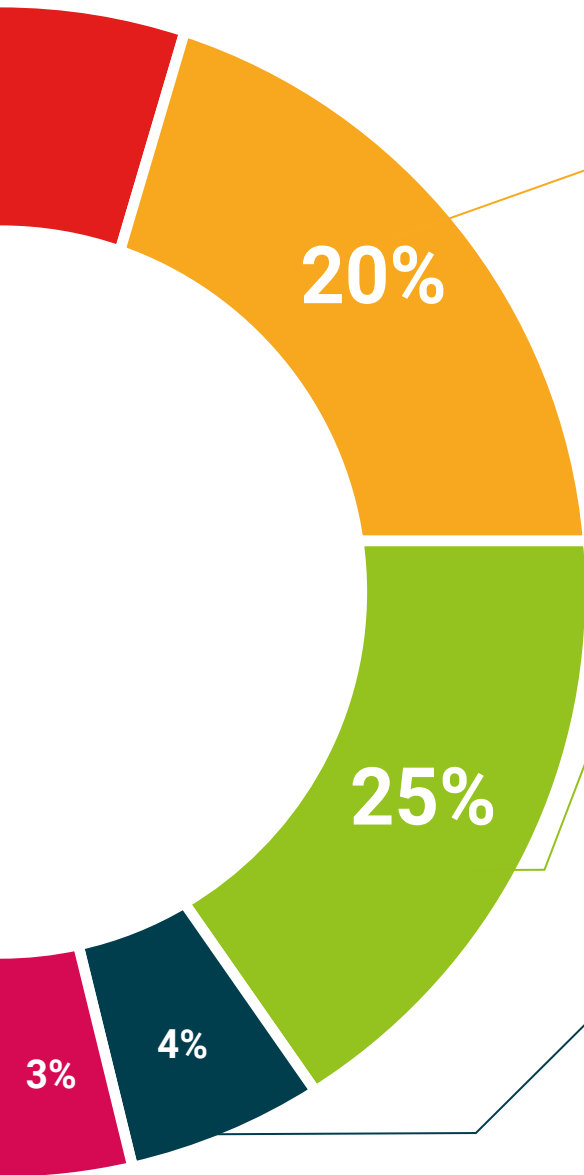
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



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.



06

Certificate

The Postgraduate Certificate in Genres, Formats and Television Programming guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Certificate in Genres, Formats and Television Programming** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Postgraduate Certificate in Genres, Formats and Television Programming**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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



Postgraduate Certificate Genres, Formats and Television Programming

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate Genres, Formats and Television Programming