

# Postgraduate Certificate Fashion Journalism





## Postgraduate Certificate Fashion Journalism

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

Website: [www.techtute.com/in/design/postgraduate-certificate/fashion-journalism](http://www.techtute.com/in/design/postgraduate-certificate/fashion-journalism)

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# 01

# Introduction

Journalism focused on the world of style and fashion requires top professionals who are not only educated in the basics of ethical journalism, but who also possess specific knowledge of the fashion industry. This is necessary because of the exquisiteness and sophistication involved in fashion, qualities that must be reflected in the language used by communicators, which must be precise and appropriate. This TECH program instructs students in these two environments to provide them with all the tools they need to cover any stylistic event.



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*If your professional aspirations are oriented towards fashion journalism, to be a true expert you must know the fundamental principles of both fields”*

Journalism is the main loudspeaker of the fashion world to reach the general public, since magazines and large media outlets are the ones that cover major events and catwalks. Staff on these hyper-specialized media include professionals with skills ranging from fundamental aspects of fashion to in-depth knowledge of journalistic expertise and methodology.

To respond to this qualified professional demand, TECH has developed this Postgraduate Certificate in Fashion Journalism. Students throughout the program will learn all the most important aspects of the language used in fashion journalism, as well as the history of fashion itself and its main historical developments.

Thus, students will have a global understanding of how fashion has evolved to current day, in addition to knowing how to correctly and rigorously deal with all the information in the field, applying basic codes of ethics in journalism.

What is more, the program is fully online, which avoids commuting to a physical center or adhering to fixed schedules. In this way, students will have access to all the course load throughout the program, which can be downloaded from any device with an Internet connection.

This **Postgraduate Certificate in Fashion Journalism** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Practical cases presented by experts in and fashion and journalism
- ♦ The graphic, schematic and practical contents of the book provide theoretical and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on the connection between journalism and fashion
- ♦ 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 best fashion communicators have knowledge of both journalism and the fashion world itself. Become a great spokesperson for this industry thanks to this program*”

“*The major fashion media outlets need versatile and competent professionals. Learn how to manage without problems in this field with the knowledge that you will acquire in this Postgraduate Certificate*”

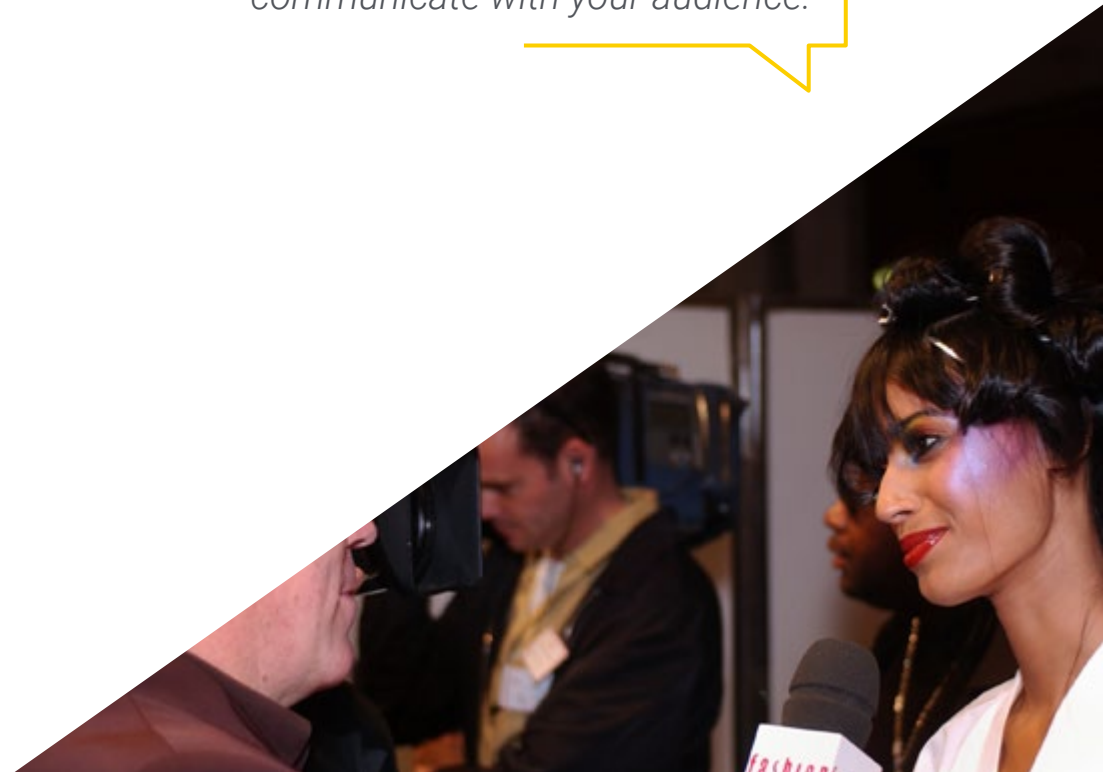
*If you want to specialize in Fashion Journalism, this Postgraduate Certificate is your best opportunity to focus your professional career.*

*You will be the spokesperson for major brands, designers and models who will want to communicate with your audience.*

The program's teaching staff includes professionals from sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

Its 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 education programmed to learn in real situations.

The design of this program focuses on Problem Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.



# 02 Objectives

The main objective of the Postgraduate Certificate in Fashion Journalism is to instruct students in the main paradigms in journalism, so they can professionally cover any event in the fashion world. Thus, after completing the course, students will have the appropriate tools and methodologies to correctly and truthfully handle and transmit information in the world of fashion.





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*Your goal of becoming a professional in fashion communication will be closer with the knowledge and skills that this Postgraduate Certificate offers”*



## General Objectives

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- ♦ Analyze the global context of fashion and how it affects society
- ♦ Understand how fashion has evolved over the years
- ♦ Become familiar with the great male and female figures in fashion, who remain influential today
- ♦ Contextualize communication in the fashion world and the most common media outlets: from magazines to modern social networks
- ♦ Understand the main journalistic values in the world of fashion
- ♦ Study communicative psychology in depth and know how to apply it in daily practice



*You have the opportunity to give your professional career a boost towards fashion journalism. Don't miss it and enroll now"*





## Specific Objectives

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### Module 1. History of Fashion

- ◆ Associate formal and symbolic language with functionality in the field of fashion
- ◆ Justify the contradictions between fashion luxury and ethical values
- ◆ Reflect on the impact of innovation and quality of fashion production, Ready-to-wear and Low Cost fashion on quality of life and of the environment
- ◆ Know and value the historical uses and ways in which fashion has been resorting to the construction of imaginaries
- ◆ Know how to make correct denotative and connotative readings of from fashion images

### Module 2. Fundamentals of Journalism

- ◆ Master the journalistic tradition from its origins to the present day, focusing on the main media outlets, journalists and important 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

03

# Structure and Content

This Postgraduate Certificate in Fashion Journalism consists of two teaching modules. The first contains the most relevant history of the fashion world, and the second covers the main paradigms in journalism. Thus, students will have a full understanding of the aspects involved in professional daily practice, as well as the ability required to communicate such topics to a wide and specialized audience.





“Your best opportunity to communicate in fashion is to know how the best professionals do it”

## Module 1. History of Fashion

- 1.1. From Clothing to Fashion
  - 1.1.1. New Context and Social Change
  - 1.1.2. Women's Liberation
  - 1.1.3. New Concept of Fashion Designer
  - 1.1.4. Beginning of the 20th Century
- 1.2. The Modern Clothing
  - 1.2.1. The Modern Clothing
  - 1.2.2. The Rise of the American Designers
  - 1.2.3. The London Scene
  - 1.2.4. New York in the 70s
  - 1.2.5. Fashion Trends of the 80s
  - 1.2.6. Multi-Brand Luxury Groups
  - 1.2.7. A Functional Fashion
  - 1.2.8. Activewear
  - 1.2.9. Fashion, Art and Pop Culture
  - 1.2.10. Celebrities
  - 1.2.11. Photography and the Internet
- 1.3. Great Masters of Fashion
  - 1.3.1. Jeanne Lanvin
  - 1.3.2. Jeanne Paquin
  - 1.3.3. Emilie Flöge
  - 1.3.4. Madeleine Vionnet
  - 1.3.5. Gabrielle Chanel
  - 1.3.6. Elsa Schiaparelli
  - 1.3.7. Carolina Herrera
- 1.4. Great Masters of Fashion
  - 1.4.1. Charles Frederick Worth
  - 1.4.2. Jacques Doucet
  - 1.4.3. Paul Poiret
  - 1.4.4. Cristóbal Balenciaga
  - 1.4.5. Christian Dior
  - 1.4.6. Karl Lagerfeld
  - 1.4.7. Alexander McQueen





- 1.5. Haute Couture
  - 1.5.1. History of Haute Couture
  - 1.5.2. Federation of Haute Couture and Fashion
  - 1.5.3. Members of the Federation
  - 1.5.4. From Haute Couture to Prêt-à-Porter
- 1.6. Crafts
  - 1.6.1. Weaving as Art
  - 1.6.2. Crafts That Complement Clothing
  - 1.6.3. Artists and Craftworkers Related to Fashion
- 1.7. Fast-Fashion
  - 1.7.1. History and Origin of Fast - Fashion
  - 1.7.2. Fast Fashion Business Model
  - 1.7.3. Fast Fashion's Impact on the World
- 1.8. Advertising and Photography in Fashion
  - 1.8.1. Archetypes and Stereotypes
  - 1.8.2. The Fashion Image
  - 1.8.3. Visual Communication of Fashion
  - 1.8.4. The Great Fashion Photographers
- 1.9. Repercussion of Fashion
  - 1.9.1. The Textile Industry
  - 1.9.2. Relationship of Art and Fashion
  - 1.9.3. Fashion and Society
- 1.10. Fashion Theory and Criticism
  - 1.10.1. Current Designers and Their Influence
  - 1.10.2. Current Trends
  - 1.10.3. The Trivialization of Fashion

## Module 2. Fundamentals of Journalism

- 2.1. Definition and types of Newspapers
  - 2.1.1. Introduction: The Study of Communication as a Social Science
  - 2.1.2. Key Concepts: Communication, Information and Journalism
  - 2.1.3. The Media and its Relationship with the Community
  - 2.1.4. Newspapers and Their Relationship with Other Media
  - 2.1.5. Definition and Characteristics of the Journal
    - 2.1.5.1. History
    - 2.1.5.2. Themes
    - 2.1.5.3. Selling Price
    - 2.1.5.4. Format
  - 2.1.6. The Contents of the Journal
    - 2.1.6.1. Sections
- 2.2. Main Journalistic Tools
  - 2.2.1. Introduction
  - 2.2.2. Main Journalistic Tools
  - 2.2.3. Selection Criteria
    - 2.2.3.1. What are they?
    - 2.2.3.2. Classification
    - 2.2.3.3. Relationship With the Present Time
- 2.3. Elements of the Newspaper
  - 2.3.1. Introduction
  - 2.3.2. Elements of the Newspaper
  - 2.3.3. Different Elements
- 2.4. Journalists and Their Journalistic Skills or Abilities
  - 2.4.1. Introduction
  - 2.4.2. Journalists and Their Journalistic Skills or Abilities
  - 2.4.3. Debate on the Journalistic Profession
  - 2.4.4. Attitudes
    - 2.4.4.1. Practical Attitudes
    - 2.4.4.2. Intellectual and Moral Attitudes
- 2.5. The Organization of a Newspaper
  - 2.5.1. Introduction
  - 2.5.2. Two Structures in One: The Company and the Newsroom
  - 2.5.3. Editorial Principles
  - 2.5.4. Editorial Statutes
    - 2.5.4.1. Editorial Roles
  - 2.5.5. Epilogue: From the Digital Version to the Digital Edition
- 2.6. Journalistic Work
  - 2.6.1. Introduction
  - 2.6.2. Journalistic Work
  - 2.6.3. What Is an Editorial Department and How Is It Organized?
  - 2.6.4. On a Daily Basis
  - 2.6.5. Long-Term Planning
  - 2.6.6. Individual and Collective Work
    - 2.6.6.1. Individual Work
    - 2.6.6.2. Collective Work
    - 2.6.6.3. Style Books
- 2.7. Journalistic Ethics
  - 2.7.1. Introduction
  - 2.7.2. Origin and Historical Evolution
    - 2.7.2.1. The Hutchins Report
    - 2.7.2.2. The McBride Report
  - 2.7.3. A Way to Regulate the Profession
  - 2.7.4. Functions of Self-Regulation
  - 2.7.5. Codes of Ethics

- 2.8. Types of Journalism
  - 2.8.1. Introduction
  - 2.8.2. Investigative Journalism
    - 2.8.2.1. Qualities of The Investigative Journalist
    - 2.8.2.2. Williams Scheme
    - 2.8.2.3. Research-Innovation Techniques
  - 2.8.3. Precision Journalism
    - 2.8.3.1. Specializations of Precision Journalism
  - 2.8.4. Service Journalism
    - 2.8.4.1. Thematic Features
  - 2.8.5. Journalistic Specialization
  - 2.8.6. Development of Specialized Information
- 2.9. Journalism and Rhetoric
  - 2.9.1. Introduction
  - 2.9.2. Information-Opinion Separation
  - 2.9.3. Theories of Journalistic Genres
  - 2.9.4. Contributions of Rhetoric
  - 2.9.5. The Elocutio or Elocution
- 2.10. Journalism as a Political Actor
  - 2.10.1. Introduction
  - 2.10.2. The Newspaper According to Theoreticians
  - 2.10.3. The Newspaper, Actor of Conflict
    - 2.10.3.1. The Newspaper as Communication
    - 2.10.3.2. The Newspaper at the Extra, Inter and Intra levels
  - 2.10.4. The Newspaper as Peacemaker
    - 2.10.4.1. Alarm Mechanism
    - 2.10.4.2. Creator of Atmospheres, Mobilizer for Peace
  - 2.10.5. The Newspaper as a Complex Problem-Creation and Problem-Solving System
  - 2.10.6. The Newspaper as a Missionary Institution
  - 2.10.7. The Newspaper as the Apex of a Triangle of Love-Hate Relationships
  - 2.10.8. The Newspaper as a Narrator and Participant in Conflicts
- 2.11. Journalism as a Social Actor
  - 2.11.1. Introduction
  - 2.11.2. The Newspaper as Interpreter and Mediator
  - 2.11.3. The Newspaper as a Member of the Political System and as a Parapolitical System
  - 2.11.4. The Newspaper as Informer and Pseudo-Political Communicator
  - 2.11.5. The Newspaper as an Addressee of the Communication Policies of Other Social Actors



*TECH provides you with the most updated tools, methodologies and knowledge so that you can direct your professional resume to the most prestigious fashion communication agencies"*

# 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.



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*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 is the most widely used learning system in the best faculties in the world. 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.

With this methodology we have 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, markets, and financial 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.

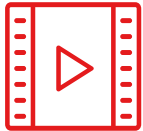
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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.



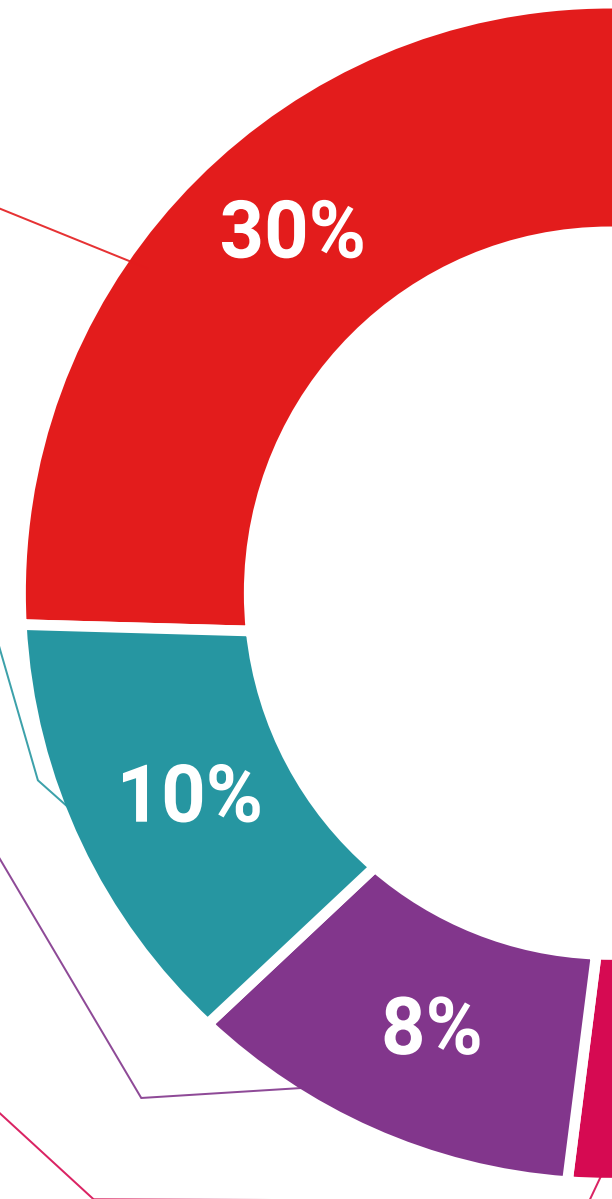
#### Practising Skills and Abilities

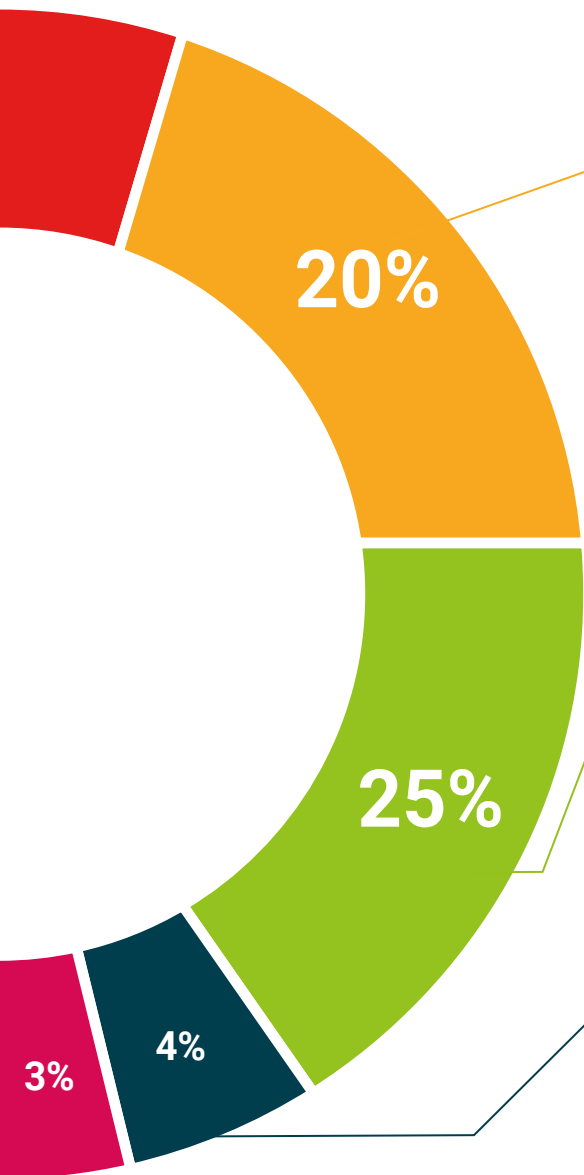
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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.



# 05 Certificate

The Postgraduate Certificate in Fashion Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Fashion Journalism** 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** issued by **TECH Technological University** via tracked delivery\*.

The certificate 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 Fashion Journalism**

Official N° of Hours: **300 h.**



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



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