

# Postgraduate Diploma Specialized Fashion Journalism





## Postgraduate Diploma Specialized Fashion Journalism

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

Website: [www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-specialized-fashion-journalism](http://www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-specialized-fashion-journalism)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 18*

05

Certificate

---

*p. 26*

# 01

# Introduction

Specialized Fashion journalism employs very technical and specific language, so one must understand terms such as *Cashmere*, *Chambray*, *Peplum* or *Trendsetter*. Therefore, anyone who wants to work professionally in fashion communication must have knowledge not only of journalism itself, but also of the fundamentals of journalism applied to the world of textile. One must also know the ins and outs of fashion and its history to successfully communicate to an audience that is as specialized as it is demanding. This TECH program aims to instruct students in all these areas to make them the best possible fashion communicators.





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*With this Postgraduate Diploma, you will successfully reach your audience by having in-depth knowledge of the complex nature of the world of fashion”*

As fashion evolves, so does fashion communication, which must adapt to new trends, broadcasting platforms and figures or events as they acquire greater relevance. Therefore, professionals specialized in fashion journalism must have a specific body of knowledge to successfully work in the industry.

The Postgraduate Diploma in Specialized Fashion Journalism teaches students all the skills required to communicate information related to fashion and transmit even the smallest technical details to their audience, which will significantly differentiate them from other professionals who lack this knowledge.

Thus, this is a unique opportunity to guide design students in their future professional careers in communication, whereby they will obtain skills that will help them stand out and position themselves favorably in the job market.

This Postgraduate Diploma has the added benefit of being a completely online program. Students can balance their study time with their pace of life and obligations, as they do not have to commute to a physical center or adhere to fixed schedules. The entire course load is available throughout the program and can be downloaded from any device with an Internet connection.

This **Postgraduate Diploma in Specialized Fashion Journalism** contains the most complete and up to date academic program on the market. Its most outstanding features are:

- ◆ Practical cases presented by experts in fashion with a focus on communication
- ◆ 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 self-assessment can be used to improve learning
- ◆ Its special emphasis on the history of fashion and how to communicate it correctly
- ◆ 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



*Get a front row seat to the best runways and events by being the prestige communicator everyone wants to work with"*

“

*You will cover the most prestigious stars and designers with precise, effective and eye-catching language”*

The program's teaching staff includes professionals in the sector who contribute their work experience to this training 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.

This program's design focuses on Problem-Based Learning, through which the professional 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 experts.

*You will know how to adapt to any situation you might encounter. With your knowledge of journalism and fashion, you will connect with your audience wherever you are.*

*You will stay ahead of your competitors by knowing the most commonly used communication platforms, their most prominent influencers and the most effective way to communicate on them.*



# 02 Objectives

The objective of this Postgraduate Diploma in Specialized Fashion Journalism is to instruct students with regards to properly communicating every aspect and trends in the fashion world. To that end, all the fundamental knowledge about the history of fashion is covered, as well as the main fundamentals of journalism and specialized press in the sector. Thanks to this education, students are guaranteed to graduate as competent and productive communication professionals, who know how to adapt specifically to the world of fashion.





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*You have a clear objective. TECH will help you in your professional career with the best educational tools available”*



## 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





## 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

### Module 3. Fashion and Luxury Journalism

- ◆ Understand strategic communication and apply it with ethical and professional responsibility
- ◆ Establish public relations that serve the purpose of communication, knowing how public relations work in the fashion industry
- ◆ Lead a team capable of creating an event as well as a unique user experience, whether in the physical or digital environment
- ◆ Adapt to the dynamics of the specialized press in the areas of fashion and beauty
- ◆ Know the evolution of public relations and the latest market trends
- ◆ Develop negotiation skills to establish agreements that constitute a social link



*Your career goals in fashion are closer than you think. Enroll now to achieve them”*

# 03

## Structure and Content

The syllabus for this Postgraduate Diploma has been designed taking into account the communication needs to be covered in the field of fashion, which will thoroughly instruct students in historical periods, successful designers, theories of journalism and types of communication in fashion and beauty. It consists of three distinct modules, subdivided into a multitude of subtopics that will make it easier and more accessible to study.





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*The Postgraduate Diploma covers everything you need to know in fashion media communication and to do so effectively to better reach your audience”*

## 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 Commission
    - 2.7.2.2. The MacBride 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





**Module 3. Specialized Press in Fashion and Luxury**

- 3.1. Communication in the Specialized Press
  - 3.1.1. Media Specialized in Fashion and Beauty, Women's Press
  - 3.1.2. The Role of the Communication Agency in Communication
  - 3.1.3. The Current Value of **Offline** Media
- 3.2. Evolution of Communication Models in Public PP
  - 3.2.1. Concept of Public Relations
  - 3.2.2. Theoretical Approach to Classic Models in Public PP. (Grunig and Hunt)
  - 3.2.3. Towards a New Approach to Public Relations, The 5th Model
- 3.3. Persuasive Communication in Public PP
  - 3.3.1. Persuasive and Informative Components in Public PP
  - 3.3.2. Differentiation between Public Relations and Journalistic Activity
  - 3.3.3. The Role Played by Public Relations vs. PP, the Role Played by Marketing and Advertising
- 3.4. Tools for Communicating with the Press
  - 3.4.1. The Press Office and How It Works
  - 3.4.2. Useful Press Materials
  - 3.4.3. How to Construct an Effective Press Release
- 3.5. Fashion and Beauty Communication Planning and Strategy
  - 3.5.1. Preliminary Study: *Briefing* Analysis
  - 3.5.2. The RACE Method
  - 3.5.3. The Communication Plan
- 3.6. Communication Actions and Events for Fashion & Beauty
  - 3.6.1. Types of Communication in the Service of Brands
  - 3.6.2. Criteria for Selecting Communication Actions
  - 3.6.3. Design of Activities and Agenda *Setting* in Beauty and Fashion
- 3.7. Measuring Results
  - 3.7.1. The Need for Public Relations Monitoring
  - 3.7.2. Classic Quantitative Measurement Tools: *Clipping* and VPE
  - 3.7.3. The Importance of Qualitative Valuation
- 3.8. Mistakes to Avoid in Communication and Public PP
  - 3.8.1. Downplaying the Importance of the Media
  - 3.8.2. Excessive Content and Lack of Relevance
  - 3.8.3. Improvisation vs. Planning
- 3.9. Ethics and Psychosocial Perspective
  - 3.9.1. Public Relations in the 21st Century: Between Progress and Social Welfare
  - 3.9.2. Social Responsibility and Public Relations
  - 3.9.3. Ethics in Public Relations: Self-Awareness, Independence and Commitment
- 3.10. Latest Trends and Studies in Public Relations
  - 3.10.1. The New Public Relations, More "Social" Than Ever
  - 3.10.2. Emotional Communication and *Neuromarketing*
  - 3.10.3. Key *Insights* of Current Consumers



*With all this knowledge you will be the best fashion communicator. Don't hesitate and enroll now to continue improving professionally"*

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.

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*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.



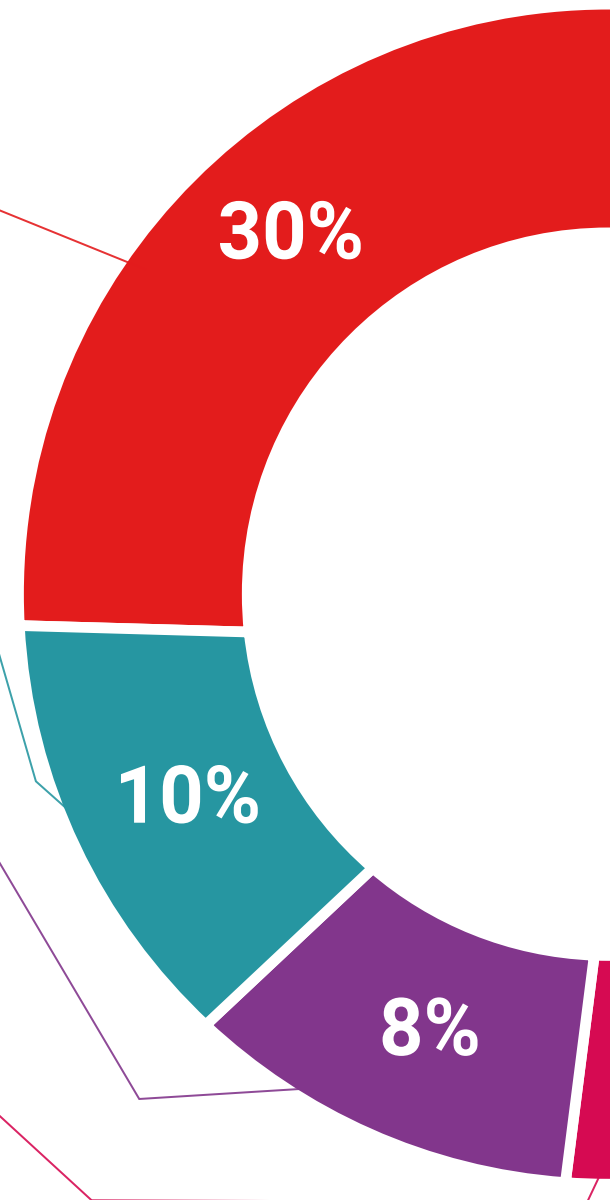
### Practising Skills and Abilities

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.

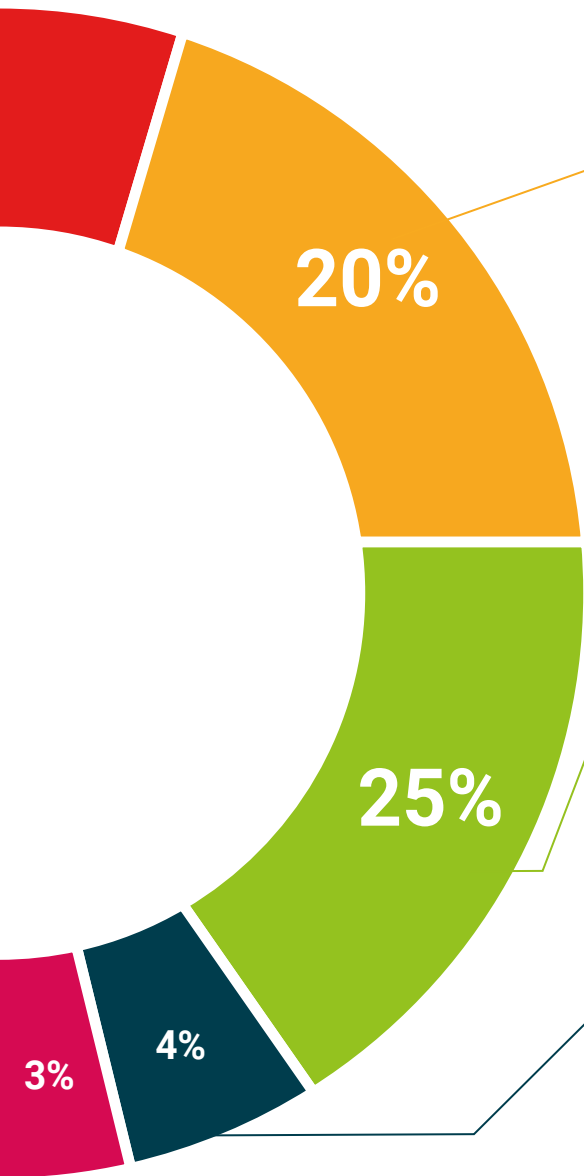


### Additional Reading

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 Diploma in Specialized Fashion Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Specialized Fashion Journalism** contains the most complete and up to date program 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 diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Program: **Postgraduate Diploma in Specialized Fashion Journalism**

Official No. of Hours: **450 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.



## Postgraduate Diploma Specialized Fashion Journalism

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

# Postgraduate Diploma Specialized Fashion Journalism

