

# Postgraduate Certificate Sociology of Communication





## Postgraduate Certificate Sociology of Communication

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

Website: [www.techtitute.com/us/humanities/postgraduate-certificate/sociology-communication](http://www.techtitute.com/us/humanities/postgraduate-certificate/sociology-communication)

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# 01

# Introduction

Communication is a fundamental part of social life and affects all aspects of our existence, from personal relationships to participation in political life. Sociology allows us to understand how social relationships are built and maintained through communication and how it influences the formation of culture and politics. That is why TECH has designed a degree that allows students to maximize their knowledge on relevant aspects such as Mass Communication, Theories of Effects, the Renewal of the Critical Paradigm or the Information Society, among others. All this, thanks to a comfortable 100% online modality and counting with the most dynamic and practical multimedia materials in the market.





“

*Acquire new skills on Sociology of Communication,  
thanks to the best online university in the world  
according to Forbes, thanks to TECH”*

Communication through the Internet and social media has transformed the way in which we relate to each other, access information and participate in public life. The sociology of communication allows us to study the effects of these changes in society and to analyze how they are influencing the formation of public opinion and the structure of power in the digital age.

For that reason, TECH has designed a Postgraduate Certificate in Sociology of Communication, with which it seeks to enhance the skills and competencies of students, so that they can work as specialists in this area, with the highest possible efficiency and quality. This way, throughout the program, aspects such as Persuasive Communication, Cultural Studies, the Relationship between the Media and the Public or Communication for Social Change, among others.

All this, in a convenient 100% online mode that allows students to organize their schedules and studies, allowing them to combine them with their other work and interests. In addition, this program has the most complete theoretical and practical materials on the market, which greatly facilitates the student's study process and allows them to achieve their objectives quickly and efficiently.

This **Postgraduate Certificate in Sociology of Communication** contains the most complete and up-to-date scientific program on the market. Its most outstanding features are:

- ♦ The development of case studies presented by experts in Communication Sociology
- ♦ The graphic, schematic and practical contents of the program provide Rehabilitation 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 innovative methodologies
- ♦ 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



*Become an expert in Media-Public Relations in only 6 months and with total freedom of organization"*

“

*Address all the relevant aspects of Communication and Political Participation, without leaving home and without the need to travel”*

The program's teaching staff includes professionals from the sector who bring to this program the experience of their work, in addition to recognized specialists from prestigious reference societies and 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 is designed around Problem-Based Learning, whereby students must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Get to know in depth the Media and the Agents of Socialization, in a 100% online modality.*

*Acquire new and better skills in one of the fields of Sociology with the greatest professional future, thanks to TECH.*



# 02 Objectives

The final objective of this Postgraduate Certificate in the Sociology of Communication is that the student acquires a precise update of their knowledge in this area. An update that will allow the student to work with the highest possible quality and efficiency. All this, thanks to TECH and a 100% online modality that gives total freedom of organization and schedules to the student.







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*Reach the most demanding professional goals in this area and boost your profile to the maximum, through the most complete and updated contents in the market"*



## General Objectives

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- ♦ To know the current scope of the Sociology of Communication
- ♦ To understand the contemporary sociology of communication
- ♦ To understand the role of the media as agents of socialization

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*Enroll now and test your acquired knowledge with the most challenging practical activities in the area of Sociology”*





## Specific Objectives

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- ♦ To acquire critical knowledge about the role of the media in society
- ♦ To distinguish the main social, economic, political and cultural changes derived from the development and popularization of digital communication
- ♦ To develop the necessary skills for the study of effects, contents, users and audiences

# 03

## Structure and Content

The structure and all the didactic resources of this curriculum have been designed by the renowned professionals that make up TECH's team of experts in the area of Sociology. Said specialists have used their extensive experience and their most advanced knowledge to create practical and completely updated contents. All this, based on the most efficient pedagogical methodology, TECH's Relearning.





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*The most comprehensive and up-to-date view of the fundamentals of the Sociology of Communication can be found in this unique syllabus that meets the highest expectations"*

## Module 1. Sociology of Communication

- 1.1. Communication.
  - 1.1.1. The Object of Sociological Analysis
  - 1.1.2. Research Areas and Strategies
- 1.2. The Communication of Masses
  - 1.2.1. The Beginnings in the United States and Europe
  - 1.2.2. Current Role of the Media
- 1.3. The Empirical Analysis of Media Effects
  - 1.3.1. From the Magic Bullet to Limited Effects
  - 1.3.2. Review of the Concept of Effect
  - 1.3.3. Agenda-setting, Framing, Cultivation Theories and the Spiral of Silence
- 1.4. Renewal of the Critical Paradigm
  - 1.4.1. Cultural Studies
  - 1.4.2. The Political-Economic Theory of the Media.
- 1.5. Communication and Political Participation
  - 1.5.1. Media Democracy
  - 1.5.2. Communication for Social Change
- 1.6. The media
  - 1.6.1. Agents of Socialization
  - 1.6.2. Values and Lifestyles
- 1.7. Theory of Effects
  - 1.7.1. Epidemic Model
  - 1.7.2. "Limited" Effects Model
  - 1.7.3. Persuasive Communication





- 1.8. Theory of The Uses and Gratifications
  - 1.8.1. Relationship Between the Media and the Public
  - 1.8.2. Social Origins
  - 1.8.3. Needs and Expectations
- 1.9. Cultural Studies and Contemporary Derivations
  - 1.9.1. Stuart Hall, John Fiske, Nick Couldry and General Lines of Cultural Studies
  - 1.9.2. Post Modernism Jameson, Baudrillard. Foucault
  - 1.9.3. Globalization: Castells, Appadurai
- 1.10. The Information Society
  - 1.10.1. Palo Alto School
  - 1.10.2. Toronto School: McLuhan

“ Take advantage of the opportunity and achieve success in your professional and personal life, thanks to the 150 hours of teoretical and practical content of the highest quality”

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 has been the most widely used learning system among the world's leading Humanities 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. 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 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.



05

# Certificate

The Postgraduate Certificate in Communication Sociology 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 Sociology of Communication** 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** and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Sociology of Communication**

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  
development language  
virtual classroom



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