

Hybrid Professional Master's Degree

Broadcast Journalism





Hybrid Professional Master's Degree Broadcast Journalism

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

Website: www.techtitude.com/in/journalism-communication/hybrid-professional-master-degree/hybrid-professional-master-degree-broadcast-journalism

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01

Introduction

The area of audiovisual communication has grown enormously in recent years thanks to the advance of technology and the irruption of social networks or podcasts in society. The change from the traditional written language to the visual one has an impact on journalistic narration and the different codes and channels used to capture the audience. This 100% online teaching in its theoretical phase with an extensive library of multimedia resources allows the communication professional to specialize in a field that requires highly qualified personnel and knowledge. All this is complemented with an Internship Program that allows you to develop the acquired learning.



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*Grow and focus your professional future
in the audiovisual sector thanks to this
Hybrid Professional Master's Degree"*

The journalistic profession continues to undergo continuous transformation, while maintaining the essence of transmitting truthful information to society. The great strength of the audiovisual component in communication has prevailed in the last decade with the emergence of new television and radio formats, while social networks have further enhanced the moving image as opposed to the static or the word.

This Hybrid Professional Master's Degree provides the professional with a specialization in a field with a wide range of job opportunities and greater demand from companies in the communications sector. The syllabus covers from the writing process to communication to enter fully into journalism in television and radio, in addition to the main media through which the audiovisual sector is developed.

Likewise, this teaching brings the student closer to the latest communicative developments in digital journalism and the most important social networks. The students, in order to achieve greater knowledge, have at their disposal multimedia content with video summaries of each topic and case studies that will provide a more complete learning.

This Hybrid Professional Master's Degree has an Internship Program where the professional will be able to apply everything learned in this degree in a reference company in the audiovisual sector, thus living a broader educational experience. For this purpose, they will have an assistant tutor of high prestige. This expert will be in charge of monitoring their progress and will offer them the opportunity to take part in creative projects and initiatives in the first person. Through this involved figure, the student will easily master the productive dynamics of these kinds of centers and, little by little, will develop the most sought-after skills in the labor market. Therefore, upon completing the degree, they will be able to access the most competitive and demanding positions in this field of work.

This **Hybrid Professional Master's Degree in Broadcast Journalism** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Over 100 cases presented by Communication Management experts
- ♦ 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
- ♦ The development of practical cases presented by experts in Broadcast Journalism
- ♦ New developments in Broadcast Journalism
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies in Broadcast Journalism
- ♦ The interactive learning system based on algorithms for decision-making on the situations posed in Broadcast Journalism
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ In addition, you will be able to complete an internship in one of the best photography companies in the sector



*Delve into the new journalistic genres,
advance in your profession thanks to this
Hybrid Professional Master's Degree"*

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Take an intensive 3-week internship in a company of the sector and complete your learning with the best"

In this Hybrid Professional Master's Degree, the program is aimed to update communication professionals who work in companies of the audiovisual sector and who require a high level of qualification. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical knowledge in the communicative practice, and the theoretical-practical elements will facilitate the updating of knowledge and will allow the realization of audiovisual works and projects.

Thanks to its multimedia content elaborated with the latest educational technology, they will allow the communication professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to train in real 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 course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

Delve into journalism 2.0 and launch your projects in the field of Broadcast Journalism successfully.

Specialize in a sector with a wide range of job opportunities. The image has won the battle against the word. Click and join the audiovisual sector.



02

Why Study this Hybrid Professional Master's Degree?

Broadcast Journalism has a higher frequency of consumption than any other informative material. At the same time, the insertion of new digital technologies in this sector has led to a continuous evolution of its techniques and working principles. TECH wants its students to be up to date on all these aspects and stand out in the labor market for their theoretical knowledge and practical skills. Thus, it has developed a Hybrid Professional Master's Degree of excellence that combines theoretical learning, through an innovative interactive platform, and an intensive 3-week stay.



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The skills acquired during this training will enable you to develop excellent journalistic projects for television or the Internet"

1. Updating from the latest technology available

The students of this training will acquire multiple skills for the management of complex tools and innovative techniques within Broadcast Journalism. During this Hybrid Professional Master's Degree they will also analyze how to integrate several of them to give their projects a professional and excellent finish.

2. Gaining In-Depth Knowledge from the Experience of Top Specialists

With this educational method, TECH offers personalized guidance to all its students. First, during the theoretical study, students will be assisted by professors with a distinguished academic background. Then, during the practical period, they will be accompanied by an assistant tutor who will guide them in the assimilation of the productive dynamics of the audiovisual media.

3. Entering first-class journalistic environments

As part of its strategy for students to acquire first-class practical skills, TECH has arranged professional internships in prestigious companies. These audiovisual institutions are recognized for their outstanding personnel and holistic management of the most up-to-date work tools in this sector. An educational experience that will undoubtedly stimulate students to reach their maximum potential.





4. Combining the Best Theory with State-of-the-Art Practice

Although many educational institutions combine theoretical and practical teaching of their students, few achieve a quality similar to TECH. Therefore, this Hybrid Professional Master's Degree program in Broadcast Journalism is a pioneering opportunity that facilitates the proper assimilation of knowledge and the student's insertion in productive environments from the very beginning.

5. Expanding the Boundaries of Knowledge

In order to expand students' professional careers, this Hybrid Professional Master's Degree has integrated audiovisual companies from different latitudes. In this way, and thanks to TECH's universalized vision, each student will be able to choose the institution that best suits their academic interests and outside their local geography.

“ *You will have full practical immersion
at the center of your choice”*

03 Objectives

The Hybrid Professional Master's Degree in Broadcast Journalism seeks that students during the development of this degree be able to master the different journalistic genres in different areas: written, television and radio. As well as to know in depth the new 2.0 professionals and the variety of formats and contents applicable to the digital communicative reality.



“

This program gives you the opportunity to grow and develop digital 2.0 projects. Enroll now”



General Objective

- The alumni of this blended learning degree will be able to achieve the necessary knowledge to write and transmit information in audiovisual support, collect the necessary information for the development of narrative pieces, develop a script for audiovisual format, analyze the different possibilities offered by the Internet to the journalistic field and all this within the knowledge of the existing legal regulations. The wide range of multimedia resources and the Relearning system will favor learning in this degree



Take the 100% online theoretical phase of this Hybrid Professional Master's Degree, without timetables and with all the content available from the first day"





Specific Objectives

Module 1. Written Journalism I

- ♦ Communicate and inform in the language of the press, through the mastery of its various journalistic genres
- ♦ Make decisions related to information tasks, production and editing, which are manifested in the search for the most current news
- ♦ Elaborate periodical publications both in paper and digital format
- ♦ Write journalistic pieces in due time and form according to the specifications of the different informative (news), interpretative (chronicle, interview and report) and opinion (editorial, column, article, etc.) genres
- ♦ Learn and analyze the journalistic genres

Module 2. Written Journalism II

- ♦ Bring knowledge, ideas and debates of informative content to society through the different journalistic modalities and the different media
- ♦ Gain knowledge of the historical evolution of contemporary European and international journalistic modes and traditions based on the analysis and research of the messages they transmit and their social impact
- ♦ Understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ♦ Learn and analyze the concept of journalistic chronicle
- ♦ Learn and analyze the concept of journalistic reportage

Module 3. Informative Documentation

- ♦ Identify the professional profiles of journalists, as well as the main skills required in the performance of their professional practice
- ♦ Locate, retrieve and use information, as well as provide an overview of the current situation of documentation in its different facets
- ♦ Document news processes and handle new technologies related to the treatment of documents
- ♦ Provide a practical vision of the work performed by a documentalist in the media
- ♦ Master the elements of the information and knowledge society

Module 4. Publication Design

- ♦ Elaborate periodical publications both in paper and digital format
- ♦ Know the tradition and historical background of written communication technology and journalistic design
- ♦ Get to know the initial forms of writing
- ♦ Assess the suitability of new periodical publications

Module 5. Audiovisual Narrative

- ♦ Understand the importance of audiovisual narrative in today's communication environment
- ♦ Master the basic guidelines governing audiovisual communication for the development of different television genres
- ♦ Know the particularities of audiovisual discourse
- ♦ Know the fundamental concepts of visual narrative

Module 6. Television Communication

- ♦ Encourage creativity and persuasion through different media and communication media
- ♦ Know the elements, forms and processes of advertising languages and other forms of persuasive communication

- ♦ Use verbal and written communication to convey ideas and decisions with clarity and rigor in exposition
- ♦ Solve problems arising in the professional practice
- ♦ Analyze the television message

Module 7. Television Journalism

- ♦ Know how to place communication in the context of the other social sciences
- ♦ Read and analyze specialized texts and documents on any relevant topic and know how to summarize or adapt them using a language or lexicon understandable to a majority audience
- ♦ Communicate and inform in the language of each of the traditional media (press, photography, radio, television), in their modern combined forms (multimedia) or new digital media (Internet), through hypertextuality
- ♦ Retrieve, organize, analyze, hierarchize and process information and communication
- ♦ Know and analyze the organization of a television newsroom

Module 8. Radio Communication

- ♦ Use informative and communicative technologies and techniques, in the different media or combined and interactive media systems
- ♦ Bring knowledge, ideas and debates of informative content to society through the different journalistic modalities and the different media
- ♦ Gain knowledge about the history of broadcasting at the international level, as well as its impact on society
- ♦ Get to know and understand the structure of the radio landscape and its particularities in the current environment
- ♦ Master the basic guidelines governing radio communication for the development of different radio genres
- ♦ Know the main milestones in the history of radio broadcasting



Module 9. Broadcast Journalism

- ♦ Understand the structure of the media and their main formats, as expressions of the lifestyles and cultures of the societies in which they perform their public function
- ♦ Know the historical evolution of contemporary international journalistic modes and traditions based on the analysis and research of the messages they transmit and their social impact
- ♦ Act as a communication professional in accordance with the legal and deontological rules of the profession
- ♦ Distinguish the elements involved in the elaboration of the radio message
- ♦ Distinguish the types of radio programs and their composition
- ♦ Know the evolution of radio information

Module 10. Digital Journalism and Social Networks

- ♦ Understand the structure of the media and their main formats, as expressions of the lifestyles and cultures of the societies in which they perform their public function
- ♦ Understand the importance of the Internet in the research work in the field of Communication Sciences
- ♦ Gain knowledge about the new 2.0 professionals
- ♦ Gain knowledge of digital journalism in its formats and contents

04 Skills

Upon completion of the Hybrid Professional Master's Degree in Broadcast Journalism, the professional will have acquired the essential skills to perform optimal and quality work in the audiovisual field. In addition, they will acquire the skills and techniques most commonly used in journalism 2.0 to offer the audience quality content in line with new trends.



“

Acquire the necessary skills to perform in journalism 2.0 and capture the audience with the latest audiovisual news. Enroll now”



General Skills

- ♦ Write and transmit information in audiovisual format
- ♦ Acquire technical skills for the writing and scripting of audiovisual pieces
- ♦ Understand journalistic genres and their adaptation to different formats
- ♦ Develop journalistic 2.0 projects

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Acquire the most sought-after skills in the audiovisual world from the innovative theoretical and practical contents of this degree"





Specific Skills

- ♦ Get to know and use the different journalistic genres
- ♦ Write journalistic pieces in audiovisual format
- ♦ Keep up to date with current events
- ♦ Have quality information sources and know how to use and rework the information obtained from them
- ♦ Use narrative and audiovisual discourse in a correct way
- ♦ Use social networks to convey a message

05

Educational Plan

The syllabus of this Hybrid Professional Master's Degree has been designed to provide students with a broad overview of journalism. From written journalism to digital 2.0. In this way, so that students acquire a broad and deep knowledge of each journalistic genre, its evolution and the importance that has gained in recent times the audiovisual field and new technologies. The case studies of the modules that make up this teaching and the Relearning system, based on the reiteration of content, will provide the professional with a useful and applicable learning in their day to day work.



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Learn directly from professionals in the audiovisual sector who will provide you with all their knowledge"

Module 1. Written Journalism I

- 1.1. Approach to the Theory of Journalistic Genres
 - 1.1.1. Introduction
 - 1.1.2. General Approach
 - 1.1.3. Background, Usefulness, and Assessment Criteria
 - 1.1.4. Classification of Genres
 - 1.1.5. Differential Characteristics. First Phase: Preliminary Concepts
 - 1.1.6. News
 - 1.1.7. Differential Characteristics. Second Phase: Distinctive Features of Each Genre
 - 1.1.8. Another More Simplified and Universal Classification Model
 - 1.1.9. Future Forecasts: Genres in Digital Journalism
- 1.2. The Multimedia Journalist and the Transformation of Genres
 - 1.2.1. Introduction
 - 1.2.2. A New Journalist is Born
 - 1.2.3. Consequences for the Journalist
 - 1.2.4. Difficult Separation between Stories and Comments
 - 1.2.5. New Journalistic Genres
 - 1.2.6. The Difference of Working on the Web
 - 1.2.7. Each Channel Requires a Different Way of Doing
 - 1.2.8. New Radio Physiognomy
 - 1.2.9. Understanding Television History
 - 1.2.10. A Screen for Everything
 - 1.2.11. A Specific Language for the Web
 - 1.2.12. Stephen King's Rule Number 17
- 1.3. Journalistic Language
 - 1.3.1. Introduction
 - 1.3.2. Journalistic Language
 - 1.3.3. The Journalistic Text and its Context
 - 1.3.4. The Choral Language of Icons
- 1.4. The News
 - 1.4.1. Introduction
 - 1.4.2. Definition
 - 1.4.3. Specific Qualities of the News Event
 - 1.4.4. Types of News



- 1.5. Discursive News
 - 1.5.1. Introduction
 - 1.5.2. Preparation and Coverage
 - 1.5.3. Editorial Staff
 - 1.5.4. Parts of the News
- 1.6. The Art of Quotations
 - 1.6.1. Introduction
 - 1.6.2. Quotation Functions
 - 1.6.3. Types of Quotations
 - 1.6.4. Direct Quotation Techniques
 - 1.6.5. When to Use Direct Quotations
- 1.7. The Journalistic Narrative
 - 1.7.1. Introduction
 - 1.7.2. The Journalistic Narrative
 - 1.7.3. Problem in the Journalistic Narrative
- 1.8. News Headlines
 - 1.8.1. Introduction
 - 1.8.2. Functions of Headlines
 - 1.8.3. Characteristics of Headlines
 - 1.8.4. Evolution of Headlines
 - 1.8.5. Elements of Titling in Print, Audiovisual and Digital Media
 - 1.8.6. Types of Headlines
- 1.9. Sources in News Journalism
 - 1.9.1. Introduction
 - 1.9.2. In Search of the News
 - 1.9.3. Types of Sources for News Journalism
- 1.10. Information Production and Production Procedures
 - 1.10.1. Introduction
 - 1.10.2. Organization of Work
 - 1.10.3. Marketing
 - 1.10.4. Some Accounting Aspects
 - 1.10.5. The Image of the Newspapers
 - 1.10.6. Newspaper Redesign

Module 2. Written Journalism II

- 2.1. Interpretation and Theory of Journalistic Genres
 - 2.1.1. Introduction
 - 2.1.2. Interpretation, a Journalistic Task
 - 2.1.3. The "Martínez Albertos Typology"
 - 2.1.4. Other Finalist Rankings
 - 2.1.5. Objectivity, a Classifying Criteria
 - 2.1.6. Are Facts Sacred and Opinions Free?
- 2.2. The journalistic chronicle I. Origins and definition
 - 2.2.1. Introduction
 - 2.2.2. Definition of Chronicle
 - 2.2.3. The Chronicle in the Digital Era
 - 2.2.4. Typology of the Chronicle
- 2.3. The Journalistic Chronicle II. Headlines, Headings and Stylistic Resources
 - 2.3.1. Introduction
 - 2.3.2. The Headline of the Chronicles
 - 2.3.3. Types of Headings
 - 2.3.4. The Body: Main Stylistic Resources
- 2.4. The Journalistic Chronicle III. Headlines, Headings and Stylistic Resources
 - 2.4.1. Introduction
 - 2.4.2. Events and Judicial Chronicle
 - 2.4.3. The Parliamentary Chronicle
 - 2.4.4. The Chronicle of Shows
 - 2.4.5. The Sports Chronicle
- 2.5. The Report I. Definition, Origins and Typology
 - 2.5.1. Introduction
 - 2.5.2. Definition
 - 2.5.3. The Origin of Reporting: its Precedents
 - 2.5.4. «Interpretive Reporting»
 - 2.5.5. Style and Differential Characteristics of Reporting

- 2.5.6. Reporting in Digital Format
- 2.5.7. Types of Reporting
- 2.5.8. Digital Typology
- 2.6. Reporting II. Idea, Approach and Research
 - 2.6.1. Introduction
 - 2.6.2. Poor Pedagogy of Reporting
 - 2.6.3. The Reporting Project: The Idea and the Approach
 - 2.6.4. Research: Collection, Selection and Ordering of Data
 - 2.6.5. When to Use Direct Quotations
- 2.7. Reporting III. Structure and Writing
 - 2.7.1. Introduction
 - 2.7.2. Style and Structure, the Keys of Reporting
 - 2.7.3. Titling of the Reporting
 - 2.7.4. Lead of the Reporting
 - 2.7.5. Body of the Reporting
- 2.8. The Interview I. Definition, Origin and Main Milestones
 - 2.8.1. Introduction
 - 2.8.2. Definition of Interview
 - 2.8.3. Historical Origin of the Interview: Dialogues
 - 2.8.4. The Evolution of the Interview
- 2.9. The Interview II. Typology, Preparation and Implementation
 - 2.9.1. Introduction
 - 2.9.2. Types of Interviews
 - 2.9.3. The Interviewing Process
- 2.10. The Interview III. Organization of Material and Writing
 - 2.10.1. Introduction
 - 2.10.2. Transcription and Preparation of the Material Obtained
 - 2.10.3. Titling of the Interview
 - 2.10.4. Errors in the Title
 - 2.10.5. The Lead
 - 2.10.6. Body of the Interview

Module 3. Informative Documentation

- 3.1. Introduction to Documentation as a Science
 - 3.1.1. Introduction
 - 3.1.2. The Information and Knowledge Society
 - 3.1.3. Information and Documentation
 - 3.1.4. Definition of Documentation
 - 3.1.5. The Birth of Documentation as a Science
 - 3.1.6. Documentation Centers
- 3.2. History and Characteristics of Information Documentation
 - 3.2.1. Introduction
 - 3.2.2. History of Informative Documentation
 - 3.2.3. General Characteristics of Informative Documentation
 - 3.2.4. Principles of Informative Documentation
 - 3.2.5. Functions of Informative Documentation
- 3.3. The Journalistic Chronicle IV. Headlines, Headings and Stylistic Resources
 - 3.3.1. Introduction
 - 3.3.2. The Headline of the Chronicles
 - 3.3.3. Types of Headings
 - 3.3.4. The Body: Main Stylistic Resources
 - 3.3.5. Reference Works: Concept and Classification
- 3.4. Documentary Analysis I
 - 3.4.1. Introduction
 - 3.4.2. The Documentary Chain
 - 3.4.3. Documentary Selection
 - 3.4.4. Documentary Analysis
 - 3.4.5. Cataloging
 - 3.4.6. Documentary Description and Bibliographic Entry
- 3.5. Documentary Analysis II
 - 3.5.1. Introduction
 - 3.5.2. Classification
 - 3.5.3. Indexing
 - 3.5.4. Summary
 - 3.5.5. Documentary Reference
 - 3.5.6. Documentary Languages

- 3.6. Information Retrieval and Databases
 - 3.6.1. Introduction
 - 3.6.2. Information Retrieval
 - 3.6.3. Database Management Systems
 - 3.6.4. Interrogation Languages and Search Equations
 - 3.6.5. Information Retrieval Evaluation
 - 3.6.6. Data Bases
- 3.7. Photographic Documentation
 - 3.7.1. Introduction
 - 3.7.2. Photography
 - 3.7.3. The Photographic Document
 - 3.7.4. Criteria for Photographic Selection
 - 3.7.5. Documentary Analysis of the Photographs
- 3.8. Radio Documentation
 - 3.8.1. Introduction
 - 3.8.2. Characteristics of the Sound Document
 - 3.8.3. Typology of Radio documents
 - 3.8.4. The Radiophonic Archives
 - 3.8.5. Documentary Analysis of Sound Information
 - 3.8.6. The Informative Documentation in the Radio
- 3.9. Audiovisual Documentation
 - 3.9.1. Introduction
 - 3.9.2. The Audiovisual Document
 - 3.9.3. Television Documentation
 - 3.9.4. Documentary Analysis of the Moving Image
 - 3.9.5. Cinematographic Documentation
- 3.10. Documentation in the Written and Digital Press and in Communication Departments
 - 3.10.1. Introduction
 - 3.10.2. The Basic Documentation Service in the Written Media
 - 3.10.3. The Documentation Process in Digital Media
 - 3.10.4. The Documentation Service in the Digital Newsroom
 - 3.10.5. Documentation in Communication Departments

Module 4. Publication Design

- 4.1. Manual Communication Technology and Written Information
 - 4.1.1. Introduction
 - 4.1.2. The Initial Forms of Writing
 - 4.1.3. The Supports of Manual Writing
 - 4.1.4. Levels of Graphic Representation in Early Writing
 - 4.1.5. General Classification of Writing Signs
 - 4.1.6. The Birth and Development of the Alphabet: The Independence of the Written Sign
 - 4.1.7. Writing, Information Memory
 - 4.1.8. The Forms of the Latin Alphabetic Writing: Diachronic Observation
 - 4.1.9. Images in the World of Handwriting
- 4.2. Printing System
 - 4.2.1. Introduction
 - 4.2.2. From Manual Reproduction to Mechanized Reproduction of Handwriting
 - 4.2.3. Imitation, Common Denominator of the First Mechanical Copies of Information
 - 4.2.4. Background of the Mechanized Reproduction of Information in Antiquity
 - 4.2.5. Xylography, the Closest Precedent to Gutenberg's Technology
 - 4.2.6. Pre-Existing Knowledge and Technological Elements Necessary for Gutenberg's Printing Press
 - 4.2.7. The Gutenberg Printing Press
 - 4.2.8. The Development of the Phases of Composition and Printing of Written Information
- 4.3. Forms and Functions of the Elements of Journalistic Design
 - 4.3.1. Introduction
 - 4.3.2. What Is Journalistic Design of Written Communication and Information
 - 4.3.3. The Elements of Journalistic Design
- 4.4. Images
 - 4.4.1. Introduction
 - 4.4.2. Journalistic Images
 - 4.4.3. Infographics: Nature, Characteristics, Functions and Forms
 - 4.4.4. Non-Textual and Non-Iconic Graphic Resources

- 4.5. Color
 - 4.5.1. Introduction
 - 4.5.2. Nature, Function and Processes of Color Synthesis
 - 4.5.3. Color Separation in Graphic Arts
 - 4.5.4. Functions and Expressive Possibilities of Color in a Written Medium
 - 4.5.5. Spot Color Characteristics
- 4.6. Typefaces: Identity and Use
 - 4.6.1. Introduction
 - 4.6.2. What Is Typography
 - 4.6.3. Character Morphology: Semantic Implications
 - 4.6.4. Classifications of Typographic Characters
 - 4.6.5. The Functions of Typography
 - 4.6.6. Computer Typography
- 4.7. Formats and Journalistic Information Design
 - 4.7.1. Introduction
 - 4.7.2. Diachronic Evolution of the Journalistic Design of Print Media
 - 4.7.3. The Format, the First Spatial Circumstance
 - 4.7.4. The Distribution and Architecture of the Page Space
 - 4.7.5. Modular Design
 - 4.7.6. The Gutenberg Diagram
 - 4.7.7. The VIC
- 4.8. Journalistic Design and Communication Order and Hierarchy
 - 4.8.1. Introduction
 - 4.8.2. The Fundamental Objective of Journalistic Design
 - 4.8.3. Criteria for the Distribution of Information
 - 4.8.4. Basic Page Layout Structures
 - 4.8.5. Balance Systems in the Expression of Informative Significance
 - 4.8.6. Basic Principles Applicable in Journalistic Design
 - 4.8.7. The Front Page
 - 4.8.8. The Inside Pages of the Newspaper

- 4.9. Technological Change in Communication Processes
 - 4.9.1. Introduction
 - 4.9.2. The Technological Change in Communication and Written Information Processes Immediately Prior to Digitization
 - 4.9.3. Digitization, a Change of Gears in the Development of Written Communication and Information
- 4.10. Digital Mediation in Today's Journalism
 - 4.10.1. Introduction
 - 4.10.2. Digital Mediation in Today's Journalism
 - 4.10.3. Written Information in Digital Publishing Journalism

Module 5. Audiovisual Narrative

- 5.1. The Audiovisual Narrative
 - 5.1.1. Introduction
 - 5.1.2. Fundamental Concepts of Audiovisual Narrative
 - 5.1.3. A Methodological Approach
 - 5.1.4. Particularities of Audiovisual Discourse
 - 5.1.5. Audiovisual Language
 - 5.1.6. The Image
 - 5.1.7. Sound
- 5.2. The Discourse and the Enunciating Stages
 - 5.2.1. Introduction
 - 5.2.2. The Functions of the Narrative
 - 5.2.3. The Construction of the Narrative Text
 - 5.2.4. The Enunciating Instances
 - 5.2.5. Typologies of Narrators
 - 5.2.6. Focalization
 - 5.2.7. The Narrator
- 5.3. The Story and the Axes of the Narrative
 - 5.3.1. Introduction
 - 5.3.2. The History
 - 5.3.3. The Narrative Action
 - 5.3.4. Time
 - 5.3.5. The Space
 - 5.3.6. Sound

5.4. The Construction of the Audiovisual Discourse: the Script

- 5.4.1. Introduction
- 5.4.2. The Script
- 5.4.3. The Idea
- 5.4.4. The Genres
 - 5.4.4.1. Fantastic and Horror Films
 - 5.4.4.2. War Films
 - 5.4.4.3. Comedy Films
 - 5.4.4.4. The Musical
 - 5.4.4.5. Documentaries

5.4.5. Characters and Dialogue

5.4.6. Literary Script vs Technical Script

5.5. Theory and Analysis of Film Editing

- 5.5.1. Introduction
- 5.5.2. Assembly Definition
- 5.5.3. The Basic Units of Film Narrative
- 5.5.4. First Theoretical Approaches
- 5.5.5. Types of Montage
- 5.5.6. The Invisible Assembly: The Raccord. Glossary on Mounting

5.6. The Cinematographic Narration: From the Origins to the Post-Modernity

- 5.6.1. Introduction
- 5.6.2. The Origins of Cinema
- 5.6.3. The Cinema of the Origins: The Space-Time Articulation
- 5.6.4. The Avant-Garde and The Cinema
- 5.6.5. The Hollywood Cinema
- 5.6.6. The Art Cinema and The Essay
- 5.6.7. Contemporary Cinema

5.7. Computer Cinema: From Newsreels to Documentaries

- 5.7.1. Introduction
- 5.7.2. Informative Cinema
- 5.7.3. The Cinematographic Newsreels
- 5.7.4. Documentaries
- 5.7.5. The Informative Fiction Cinema
- 5.7.6. The Value of Newsreels as a Historical Source

5.8. Television Discourse: Information and Entertainment

- 5.8.1. Introduction
- 5.8.2. Television Discourse
- 5.8.3. Narratology of Audiovisual Information
- 5.8.4. Audiovisual Information Genres
- 5.8.5. Infotainment
- 5.8.6. Entertainment Programs
- 5.8.7. Fiction Television Storytelling

5.9. Audiovisual Advertising Discourse: Spots, Trailers and Video Clips

- 5.9.1. Introduction
- 5.9.2. Advertising Narrative in the Audiovisual Media
- 5.9.3. Spot
- 5.9.4. Trailer
- 5.9.5. Videoclip

5.10. New Media and Narrative Structures in the Digital Era

- 5.10.1. Introduction
- 5.10.2. The Digital Paradigm
- 5.10.3. The New Media of the 21st Century
- 5.10.4. New Media Practices
- 5.10.5. The Post-Media Condition

Module 6. Television Communication

6.1. The Message on Television

- 6.1.1. Introduction
- 6.1.2. The Message on Television
- 6.1.3. TV as the Union of Dynamic Image and Audio

6.2. History and Evolution of the Television Media

- 6.2.1. Introduction
- 6.2.2. Origin of the Television Medium
- 6.2.3. History and Evolution in the World of Television Media

6.3. Television Genres and Formats

- 6.3.1. Introduction
- 6.3.2. Television Genres
- 6.3.3. Format on Television

- 6.4. The Script on Television
 - 6.4.1. Introduction
 - 6.4.2. Types of Scripts
 - 6.4.3. Role of the Script in Television
- 6.5. Television Programming
 - 6.5.1. Introduction
 - 6.5.2. History
 - 6.5.3. Block Programming
 - 6.5.4. Cross Programming
 - 6.5.5. Counterprogramming
- 6.6. Language and Narration in Television
 - 6.6.1. Introduction
 - 6.6.2. Language in Television
 - 6.6.3. Television Narration
- 6.7. Speech and Expression Techniques
 - 6.7.1. Introduction
 - 6.7.2. Speech Techniques
 - 6.7.3. Expression Techniques
- 6.8. Creativity in Television
 - 6.8.1. Introduction
 - 6.8.2. Creativity in Television
 - 6.8.3. The Future of Television
- 6.9. Production
 - 6.9.1. Introduction
 - 6.9.2. Television Production
 - 6.9.3. Pre-Production
 - 6.9.4. Production and Recording
 - 6.9.5. Postproduction
- 6.10. Digital Technology and Techniques in Television
 - 6.10.1. Introduction
 - 6.10.2. The Role of Technology in Television
 - 6.10.3. Digital Techniques in Television

Module 7. Television Journalism

- 7.1. Organization of the Newsroom and News Coverage
 - 7.1.1. Introduction
 - 7.1.2. Television newsroom organization
 - 7.1.3. Posts
 - 7.1.4. News Coverage
- 7.2. Non-Daily News
 - 7.2.1. Introduction
 - 7.2.2. Non-Daily News
 - 7.2.2.1. Weekend News Programs
 - 7.2.2.2. Exceptional News Programs
- 7.3. Daily News Programs
 - 7.3.1. Introduction
 - 7.3.2. Daily News Programs
 - 7.3.3. Types of News Programs
 - 7.3.3.1. Highlights
 - 7.3.3.2. Daily News Program
 - 7.3.3.3. Talk Shows
 - 7.3.3.4. Infotainment
- 7.4. The Chronicle, the Report and the Interview
 - 7.4.1. Introduction
 - 7.4.2. The Chronicle
 - 7.4.3. Types of Reporting
 - 7.4.4. Types of Interviews
- 7.5. The Study Nodding
 - 7.5.1. Introduction
 - 7.5.2. The Study Nodding
 - 7.5.3. Audiovisual Entrances
- 7.6. Programs According to Formats. Magazines and Reality Shows
 - 7.6.1. Introduction
 - 7.6.2. Definition of Magazine
 - 7.6.3. Definition of Reality Show



- 7.7. Specialized Programs According to Content
 - 7.7.1. Introduction
 - 7.7.2. Specialized Journalism
 - 7.7.3. Specialized Programs
- 7.8. Television Production
 - 7.8.1. Introduction
 - 7.8.2. Television Production
 - 7.8.3. Pre-Production
 - 7.8.4. Filming
 - 7.8.5. Control of Realization
- 7.9. Treatment of Live and Deferred Information
 - 7.9.1. Introduction
 - 7.9.2. Treatment of Live Information
 - 7.9.3. Treatment of Deferred Information
- 7.10. Editing Techniques
 - 7.10.1. Introduction
 - 7.10.2. Television Editing Techniques
 - 7.10.3. Types of Editing

Module 8. Radio Communication

- 8.1. History of Broadcasting
 - 8.1.1. Introduction
 - 8.1.2. Origins
 - 8.1.3. Orson Welles and "The War of the Worlds"
 - 8.1.4. Radio in the World
 - 8.1.5. The New Radio
- 8.2. Current Overview of the Radio in Latin America
 - 8.2.1. Introduction
 - 8.2.2. Radio History in Latin America
 - 8.2.3. Currently

- 8.3. Radio Language
 - 8.3.1. Introduction
 - 8.3.2. Characteristics of Radio Communication
 - 8.3.3. Elements that Make Up the Radio Language
 - 8.3.4. Characteristics of the Construction of Radiophonic Texts
 - 8.3.5. Characteristics of Radiophonic Text Writing
 - 8.3.6. Glossary of Terms Used in Radiophonic Language
- 8.4. The Radio Script Creativity and Expression
 - 8.4.1. Introduction
 - 8.4.2. Radio Script
 - 8.4.3. Basic Principles in the Development of a Script
- 8.5. Broadcast Production, Realization and Voice-Over in Broadcasting
 - 8.5.1. Introduction
 - 8.5.2. Production and Realization
 - 8.5.3. Radio Voice-Over
 - 8.5.4. Peculiarities of Radio Voice-Over
 - 8.5.5. Practical Breathing and Voice-Over Exercises
- 8.6. Improvisation in Broadcasting
 - 8.6.1. Introduction
 - 8.6.2. Peculiarities of the Radio Media
 - 8.6.3. What is Improvisation?
 - 8.6.4. How is Improvisation Carried Out?
 - 8.6.5. Sports Information in Radio. Characteristics and Language
 - 8.6.6. Lexical Recommendations
- 8.7. Radio Genres
 - 8.7.1. Introduction
 - 8.7.2. Radio Genres
 - 8.7.2.1. The News
 - 8.7.2.2. The Chronicle
 - 8.7.2.3. The Report
 - 8.7.2.4. The Interview
 - 8.7.3. The Round Table and the Debate

- 8.8. Radio Audience Research
 - 8.8.1. Introduction
 - 8.8.2. Radio Research and Advertising Investment
 - 8.8.3. Main Research Methods
 - 8.8.4. General Media Study
 - 8.8.5. Summary of the General Media Study
 - 8.8.6. Traditional Radio Vs. Online Radio
- 8.9. Digital Sound
 - 8.9.1. Introduction
 - 8.9.2. Basic Concepts about Digital Sound
 - 8.9.3. History of Sound Recording
 - 8.9.4. Main Digital Sound Formats
 - 8.9.5. Digital Sound Editing Audacity
- 8.10. New Radio Operator
 - 8.10.1. Introduction
 - 8.10.2. New Radio Operator
 - 8.10.3. The Formal Organization of Broadcasters
 - 8.10.4. The Task of the Editor
 - 8.10.5. The Content Gathering
 - 8.10.6. Immediacy or Quality?

Module 9. Broadcast Journalism

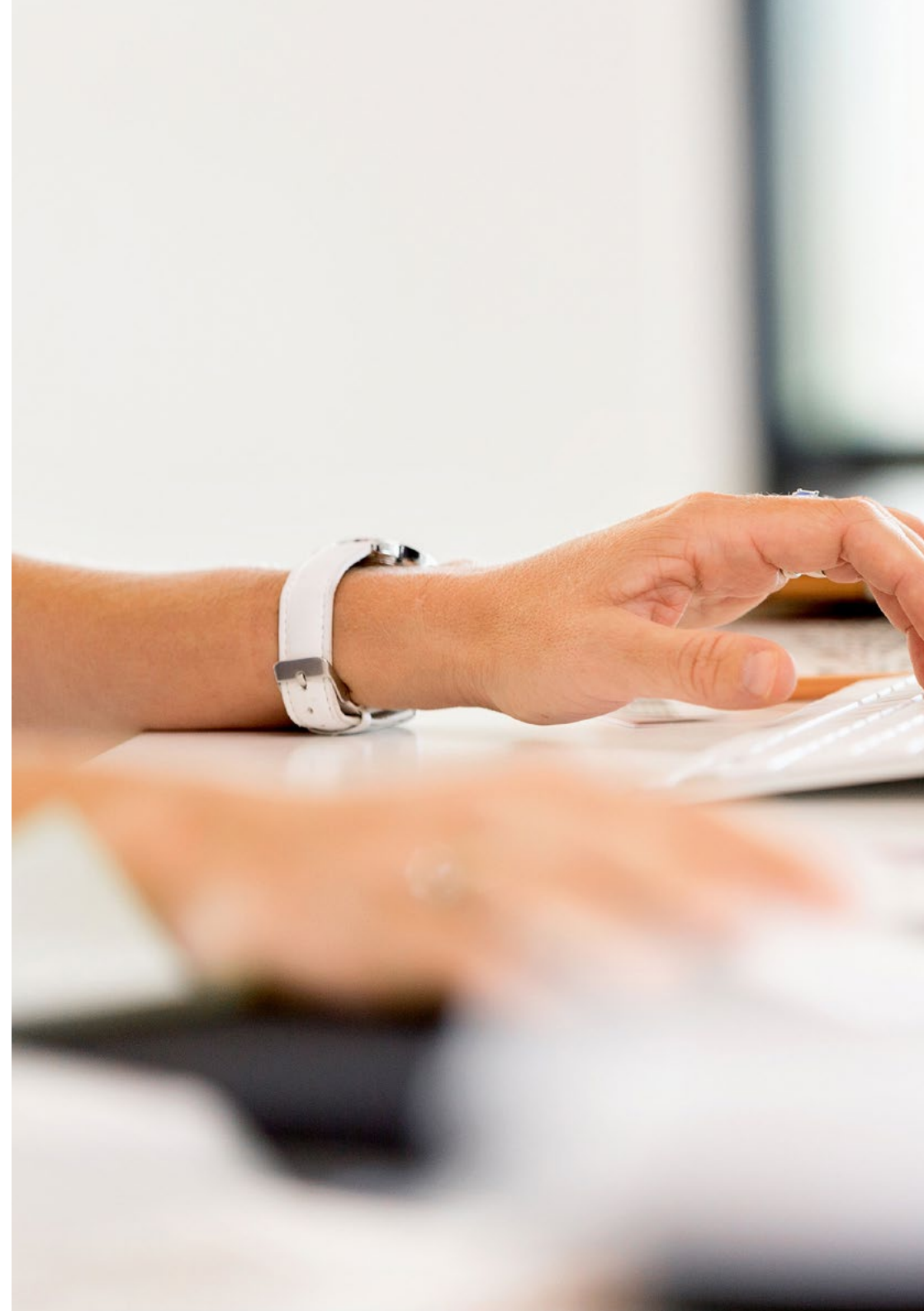
- 9.1. History of Radio
 - 9.1.1. History of Radio Information in the World
 - 9.1.2. Origin
 - 9.1.3. Evolution of Radio Information
- 9.2. From Literary Genres to Radio Genres
 - 9.2.1. Introduction
 - 9.2.2. The Rationale of the Genres
 - 9.2.3. From Literary Genres to Radio and Journalistic Genres
 - 9.2.4. Classification of Radio Genres

- 9.3. Reports
 - 9.3.1. Introduction
 - 9.3.2. News as Raw Material
 - 9.3.3. Types of Informative Programs
- 9.4. Sports as a Radio Genre
 - 9.4.1. Introduction
 - 9.4.2. History
 - 9.4.3. Sport Formats
 - 9.4.4. The Future of Sports on the Radio
- 9.5. Audience Participation Programs
 - 9.5.1. Introduction
 - 9.5.2. Reasons for the Success of Participation as a Radio Genre
 - 9.5.3. Types of Participation Genres
- 9.6. Dramatic
 - 9.6.1. Introduction
 - 9.6.2. Subgenres
 - 9.6.3. The Technique
- 9.7. Musical
 - 9.7.1. Introduction
 - 9.7.2. History of the Musical Genre
 - 9.7.3. Subgenres
- 9.8. Magazine
 - 9.8.1. Introduction
 - 9.8.2. Magazine
 - 9.8.3. Specialized Magazines
- 9.9. History of Advertising
 - 9.9.1. Introduction
 - 9.9.2. History of Advertising
 - 9.9.3. Types of Advertising
- 9.10. Advertising as a Radio Genre
 - 9.10.1. Introduction
 - 9.10.2. Advertising on the Radio
 - 9.10.3. Advertising as a Radio Genre
 - 9.10.4. The Radio Advertising Phenomenon in the Communication Process

Module 10. Digital Journalism and Social Networks

- 10.1. New Professional Profiles
 - 10.1.1. Introduction
 - 10.1.2. From the Traditional Company to the Digital Company
 - 10.1.3. The New 2.0 Professionals
 - 10.1.4. The Era of Bloggers
- 10.2. Organization of Digital Information
 - 10.2.1. Introduction
 - 10.2.2. Usability in the Digital Environment
 - 10.2.3. Tags and Metadata
 - 10.2.4. Search Engine Optimization (SEO and SEM)
- 10.3. Web Content Architecture
 - 10.3.1. Introduction
 - 10.3.2. Cover Structure
 - 10.3.3. Menu
 - 10.3.4. Headline
 - 10.3.5. Body
- 10.4. Journalistic Blogging and Wikis
 - 10.4.1. Introduction
 - 10.4.2. The Journalistic Blog
 - 10.4.3. Post Structure
 - 10.4.4. Labels
 - 10.4.5. Comments
 - 10.4.6. Wikis
- 10.5. Microblogging and Journalism
 - 10.5.1. Introduction
 - 10.5.2. Twitter
 - 10.5.3. Twitter Fonts
- 10.6. Social Platforms and Journalism
 - 10.6.1. Introduction
 - 10.6.2. Social Networks and Journalism
 - 10.6.3. Social Content Integration
 - 10.6.4. Writing Techniques in Social Networks

- 10.7. Writing on the Screen
 - 10.7.1. Introduction
 - 10.7.2. The ABCs of Screen Reading
 - 10.7.3. Adaptation of Text to Web Format
 - 10.7.4. The Headline in Digital Content
- 10.8. Hypertext and Multimedia Writing
 - 10.8.1. Introduction
 - 10.8.2. Hypertextuality in Digital Writing
 - 10.8.3. Multimedia Formats
- 10.9. Cyber Journalistic Genres
 - 10.9.1. Introduction
 - 10.9.2. Definition
 - 10.9.3. Informative
 - 10.9.4. Interpretive Genres
 - 10.9.5. Opinion
- 10.10. Legal Aspects on the Internet
 - 10.10.1. Introduction
 - 10.10.2. Legal Liability on the Internet
 - 10.10.3. Online Reputation Management
 - 10.10.4. Sharing Content on the Internet



“

Enter fully into the cyberjournalism genres with this Hybrid Professional Master's Degree. Enroll now”

06 Internship

Once the theoretical stage of this Hybrid Professional Master's Degree is completed, students will enter the Internship Program phase, where they will be able to work with professionals in the audiovisual sector in a relevant company. This will complement all the knowledge acquired during the first phase of this degree





“

Do your Internship Program in a leading company in the audiovisual sector thanks to the Internship Program of this degree"

The Internship Program of this Broadcast Journalism program consists of a 3-week stay in a relevant company in the communication sector. From Monday to Friday, in consecutive 8-hour days, students will be working and learning from the best professionals in the sector. This learning will complete the education acquired during the theoretical and 100% online phase of this Hybrid Professional Master's Degree.

Audiovisual communication requires theoretical knowledge to support the basis of practice, which is essential for students who wish to progress in a highly competitive sector. During the Internship Program, students will not only be accompanied by industry professionals, but will be tutored by TECH's teaching team to achieve their goals.

In this completely practical training proposal, the activities are aimed at the creation of pieces in different journalistic genres, the generation of an audiovisual narrative and discourse in credible pieces, the improvement of SEO and SEM techniques, the creation of pieces for microblogging and journalistic blogs, and the creation of texts taking into account the multimedia format and hypertextuality.

An excellent opportunity to learn by working with professionals and with technological equipment according to the demands of the sector. All this with the aim of offering a complete and quality education.



The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
Written Journalism I	Write texts with full use of journalistic language
	Perfect journalistic narration with the elaboration of different types of pieces
	Elaborate eye-catching headlines that fulfill specific functions
	Organize work to maximize production
Written Journalism II	Elaborate journalistic chronicles
	Elaborate journalistic reports
	Create journalistic interviews
Informative Documentation	Perform a correct compilation of informative documentation
	Write a journalistic chronicle with the resources proper to the style
	Drawing up radio, audiovisual and photographic documentations
Publication Design	Recognize typefaces and use them according to the context and piece
	Transfer analog journalistic work to digital environments
Audiovisual Narrative	Generate an audiovisual narrative and discourse in credible pieces
	Elaborate journalistic, literary and technical scripts
	Apply theoretical knowledge in narrative to audiovisual digital environments
Television Communication	Practice voice-over and expression in audiovisual pieces for Television
	Elaborate Televised Script
	Develop television language and narration
Television Journalism	Elaborate Televised chronicles
	Differentiate between daily and non-daily news with practical exercises
	Perfecting television editing techniques

Module	Practical Activity
Radio Communication	Elaborate expressive and creative radio scripts
	Voice-over of radio pieces
	Organize the tasks of a radio editor and producer
Broadcast Journalism	Create radio news pieces
	Distinguish between the different radio genres when preparing programs and scripts
	Produce radio advertising pieces
Digital Journalism and Social Networks	Improving SEO and SEM techniques
	Create pieces for micro blogging and journalistic blogs
	Create texts that take into account the multimedia format and hyper textuality



Train in a relevant company in the audiovisual sector and create the best informative pieces"

Civil Liability Insurance

The university's main concern is to guarantee the safety of the interns, other collaborating professionals involved in the internship process at the center. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, the university commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions for Practical Training

The general terms and conditions of the internship program agreement shall be as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

07

Where Can I Do the Internship?

This Hybrid Professional Master's Degree includes in its itinerary a practical stay in a prestigious company, where students will have access to a company where professionals of the sector will teach them their daily work, the techniques and tools used for the correct performance of the journalistic profession in the audiovisual sector. TECH provides an opportunity for students who take this quality education with cutting-edge content.



The background of the slide is a photograph of a city skyline at dusk, with numerous skyscrapers illuminated by their lights. The sky is a mix of orange, pink, and blue. The image is partially obscured by a large diagonal graphic element that splits the slide into three sections: a dark brown upper right, a bright red lower right, and a white section at the bottom where the quote is located. A large, stylized purple double quote graphic is positioned to the left of the text.

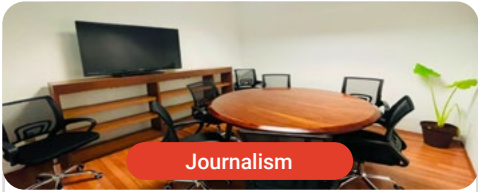
“

Complete your theoretical education with a practical stay that will bring you closer to the labor market in the audiovisual sector"

tech 44 | Where Can I Do the Internship?



The student will be able to complete the practical part of this Hybrid Professional Master's Degree at the following centers:



Journalism

Wakken

Country	City
Mexico	Mexico City

Address: Ozuluama 21 B Col. Hipódromo
Condesa Del. Cuauhtemoc

Space for high-level physical activity

Related internship programs:

- High Performance in Sports
- Sports Journalism





Journalism

Grupo Fórmula

Country	City
Mexico	Mexico City

Address: Cda. San Isidro 44, Reforma Soc,
Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication
and content generation

Related internship programs:

- Graphic Design
- People Management

08

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, through collaborative activities and real cases, how to solve complex situations in real business environments.

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 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.

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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.



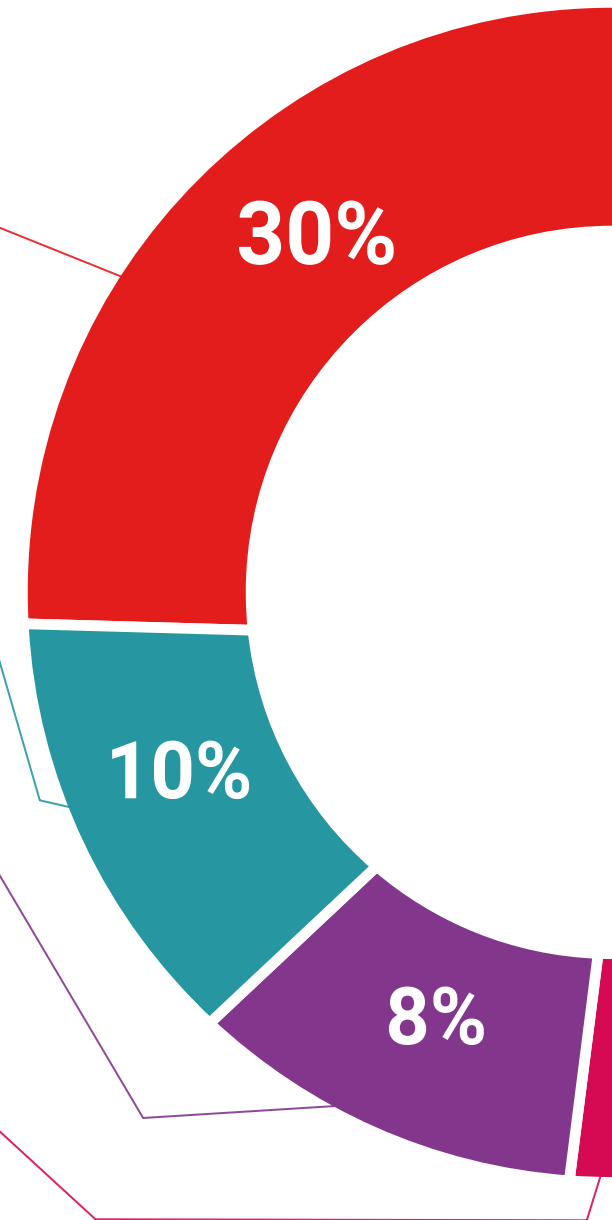
Practising Skills and Abilities

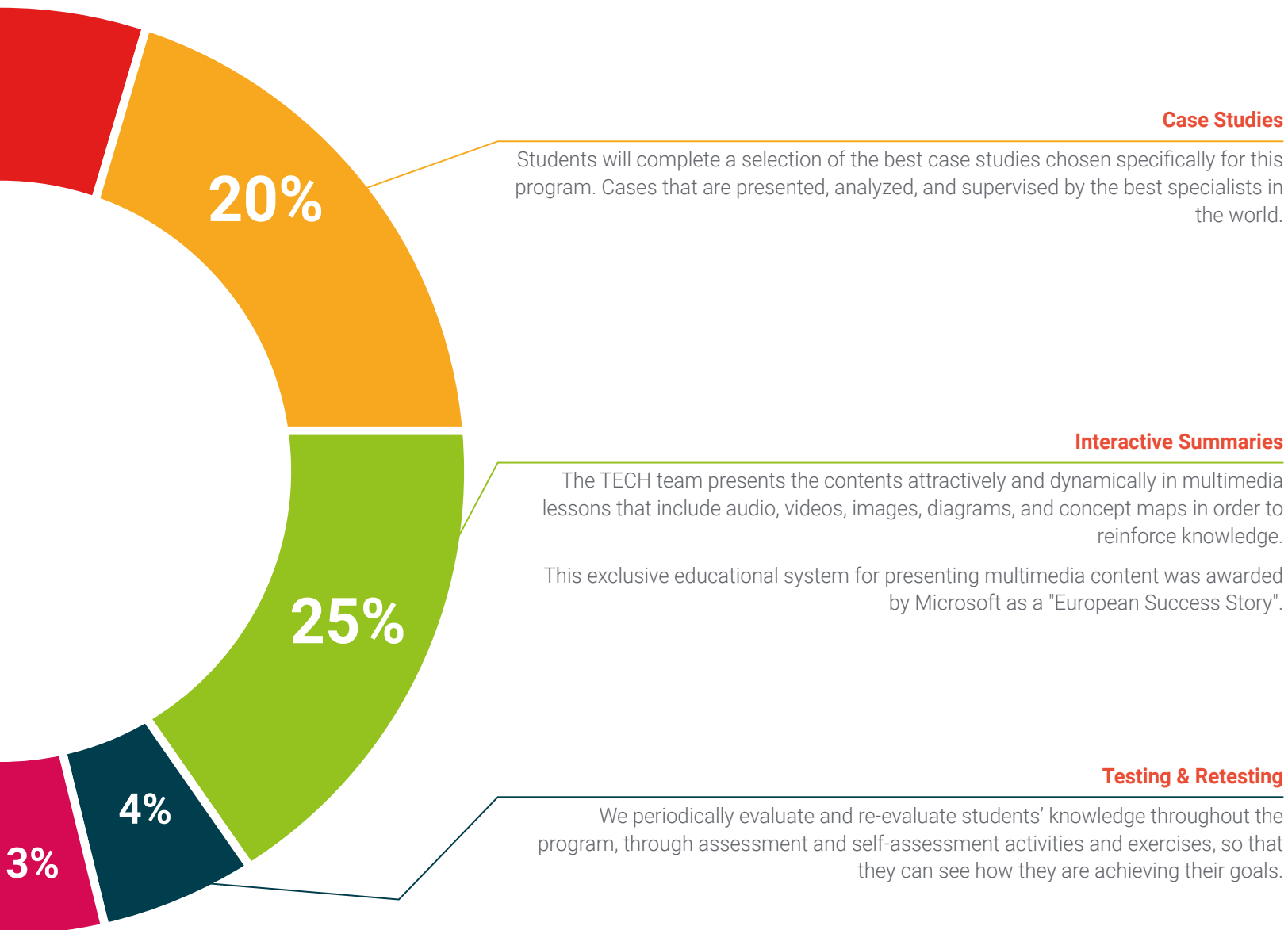
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



09

Certificate

This Hybrid Professional Master's Degree in Broadcast Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree diploma issued by TECH Technological University.



“

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

This **Hybrid Professional Master's Degree in Broadcast Journalism** contains the most complete and up-to-date program on the professional and educational field.

After the student has passed the assessments, they will receive their corresponding Hybrid Professional Master's Degree diploma issued by TECH Technological University via tracked delivery*.

In addition to the certificate, students will be able to obtain an academic transcript, as well as a certificate outlining the contents of the program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.

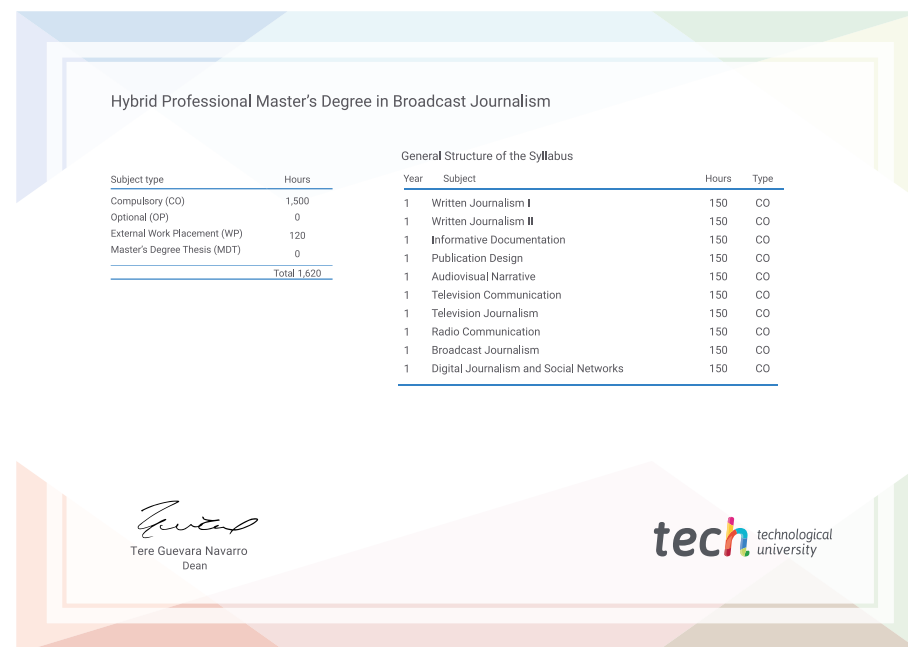
Title: **Hybrid Professional Master's Degree in Broadcast Journalism**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**





Hybrid Professional Master's Degree Broadcast Journalism

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

Hybrid Professional Master's Degree

Broadcast Journalism