

Hybrid Professional Master's Degree

Communication Research: New
Topics, Media and Audiences



Hybrid Professional Master's Degree

Communication Research: New Topics, Media and Audiences

Course Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

Website: www.techtute.com/us/journalism-communication/hybrid-professional-master-degree/hybrid-professional-master-degree-communication-research-new-topics-media-audiences

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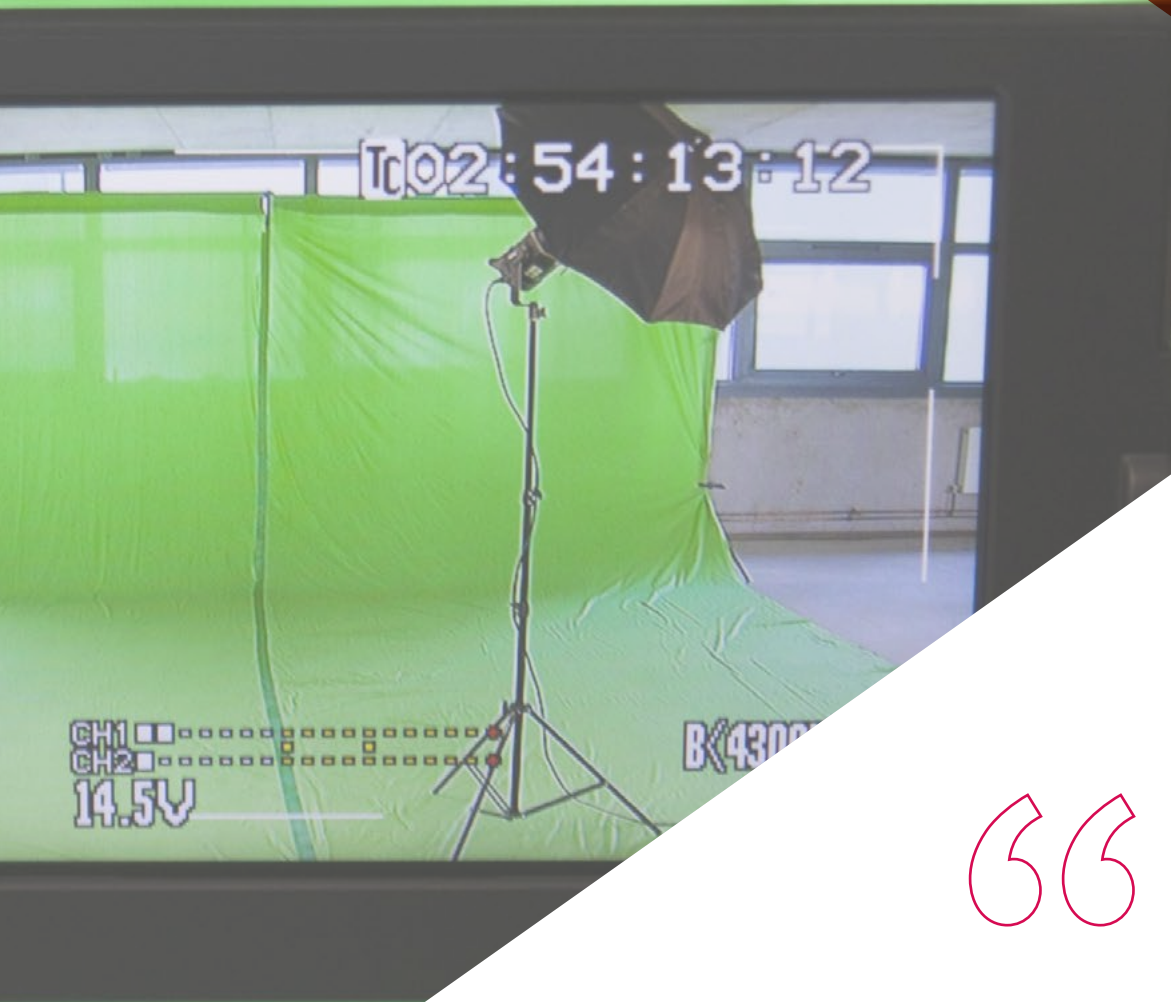
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01

Introduction

The proliferation of new communication and audiovisual content consumption platforms such as Netflix, HBO, Amazon Prime or YouTube presents a completely different paradigm. The media professional lacks, in many occasions, the necessary specialization for research in their field and the different variables that arise when configuring new audiences and media. This blended learning program provides students with detailed knowledge to generate a complete and solid research project. A degree that offers a theoretical phase taught 100% online and a Internship Program in a reference center. All this with the aim of advancing students in their professional career.





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Progress in the field of communication. Get to know the new paradigms and get involved in scientific research. Sign up”

Communication often lacks professionals dedicated to research in this area. However, although in many cases it is not a primary objective, it is more than necessary to know in depth the changes and communicative processes. This is achieved through research, which in the case of this Hybrid Professional Master's Degree will address the new contents, media and audience.

As it cannot be otherwise, research must be methodical. Thus, it will be the development of this degree in which there will be a tour of traditional media such as television and cinema, where it will delve into the new television formats on demand. Special emphasis will also be placed on the booming communication models of the 21st century, including audiovisual platforms and social networks.

Ethics, critical thinking, observation and management of information will be key points on which this teaching will focus. At a time in history when *fake news* force researchers to know how to discern between truth and manipulation, it is essential to deepen their knowledge. Likewise, this degree provides the necessary strategies to identify opportunities for change, action and visibility of the research carried out by the professional.

An excellent opportunity to advance in the field of communication with a syllabus rich in multimedia content, essential readings and a research project carried out by the students themselves that will allow them to put into practice what they have learned in theory during the twelve months of this course. In addition, once the theoretical phase is concluded, the professionals will have an Internship Program in a work center where they will be able to carry out research work.

This **Hybrid Professional Master's Degree in Communication Research: New Topics, Media and Audiences** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Development of more than 100 cases presented by communication professionals who are experts in research
- ♦ Its graphic, schematic and eminently practical contents, with which they are conceived, gather technical and assistance information on those medical disciplines that are essential for professional practice
- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Supplementary documentation databases are permanently available, even after the course
- ♦ All of this will be complemented by 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
- ♦ In addition, you will be able to do an internship in one of the leading centers in the field of communication



Delve into the new social and audiovisual communication platforms and find an idea on which to develop your research”

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During 3 weeks you will be applying all the theoretical content in a communication company. Enroll now”

In this proposal of Hybrid Professional Master's Degree, of professionalizing character and blended mode, the program is aimed at updating communication professionals who develop their functions in journalistic companies and communication agencies. 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 decision making in the field of communication.

Thanks to its multimedia content developed with the latest educational technology, it 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 learn in real situations. The design of this program is focused on Problem-Based Learning, through which you will have to try to solve the different situations of professional practice that will arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

This Hybrid Professional Master's Degree provides you with an extensive library of multimedia resources for you to acquire as much knowledge as possible.

A teaching team with experience in academic research will show you the steps to follow in order for you to carry out an excellent study.



02

Why Study this Hybrid Professional Master's Degree?

Journalism is currently facing probably the greatest crisis in its history. For this reason, quality publication, with thoroughness, rigor and determination is more important than ever to value the difference between good practice and the yellow press. For this reason, TECH has developed this very complete Hybrid Professional Master's Degree specialized in research, in order to provide the graduate with all the tools needed to train in this area and become a professional reference through the mastery of new topics, media and audiences.





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A program that will give you the theoretical and practical keys to produce work worthy of a Pulitzer. Don't let it pass you by”

1. Updating from the latest technology available

TECH is also defined as an academic center of reference in the university area not only for the quality of its degrees, but also for the innovation used in each of them. For this reason, when it comes to guiding the curriculum of its Hybrid Professional Master's Degree, it continues along the same line, establishing with the practice centers the obligation to have the most innovative equipment of the specialty in which the activity is carried out.

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

The graduate who accesses this degree will have an integral accompaniment from the beginning of the theoretical experience until the last hour of the practical section. They will be guided by a top-level team specialized in Investigative Journalism, whose members have decades of experience in the sector. Thus, they can use their experience to get the most out of the program through the guidance of a group of experts.

3. Entering first-class environments

The design of this program, especially the practical section, has been designed with the objective of allowing the graduate to enter into cases of all kinds, both at the editorial and audiovisual level. In this way, they will be able to work on perfecting their skills in the different journalistic areas, handling, in addition, the main tools for the elaboration of reports, interviews and field work in general terms.





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

The TECH Hybrid Professional Master's Degree is a unique opportunity to access a top-level specialization. The graduate will be able to immerse in 1,500 hours of the best theoretical content, which covers not only the main areas of Journalism, but also those necessary to develop a top-level research. All this can be applied during the practical stay, to fix the knowledge and learn the best strategies.

5. Expanding the Boundaries of Knowledge

Overcoming the 12 months of education through this Hybrid Professional Master's Degree will provide the graduate with both theoretical and practical knowledge to practice the journalistic profession anywhere in the world. In addition, TECH gives them the opportunity to carry out the practical stay in international companies, where they can demonstrate their worth and everything they have learned during this experience, which will undoubtedly mark a before and after in their career.

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

03

Objectives

The purpose of TECH is that students receive a cutting-edge education in accordance with the market demands of each sector. In this degree, the communication professionals will be able to advance in the field of research where they will be able to carry out from start to finish a work that meets all the scientific requirements to provide a solid and publishable study in journals or presented to other professionals at conferences and seminars. The extensive syllabus, which can be accessed online, and provided by the teaching team in this subject will serve to achieve these goals.



A close-up photograph of a hand with the index finger pointing towards the left side of the frame. The hand is positioned over a smartphone screen, which shows a blue and black interface. The background is a mix of dark grey and red geometric shapes.

“

Make the results of your scientific studies visible in the main professional communication congresses”



General Objective

- The general objective of the Hybrid Professional Master's Degree in Communication Research: New Topics, Media and Audiences is to ensure that students know how to pose a research problem, elaborate a contextual framework, build and validate models, create and verify data collection instruments and, in turn, master the techniques of data analysis. Likewise, at the end of this course, the communication professional will be able to structure a scientific document, master scientific writing and have the ability to participate in a scientific meeting and make the results visible. In addition, the student will be able to develop information management, critical thinking and propose a solution to the problem. The teaching team specialized in this area will accompany the professional at all times to achieve these objectives. The teaching team specialized in this area will accompany the professional at all times to achieve these objectives



This program will allow you to master all the theories and methodologies of scientific research so that you will be able to do your own project"





Specific Objectives

Module 1. Research Methodology: Perspectives and Paradigms

- ♦ Contrast and distinguish different methodologies and approaches in research, being able to select the most suitable for your research project
- ♦ Select the appropriate methodology according to the nature of the research to be conducted

Module 2. Research in Film, Television and New Media (Netflix, HBO, Amazon Prime)

- ♦ Identify new fields of research in communication and their potential for new projects
- ♦ Select a relevant line of research to visualize, validate and disseminate it

Module 3. Ethics and decision making for communicators

- ♦ Value the ethical aspects associated with communication processes
- ♦ Identify the importance of applying fundamental ethical principles in the world today

Module 4. The Power of Opinion and the Crisis of Communication

- ♦ Distinguish the particularities of communication processes in the world today and the elements that undermine the veracity of each informative fact
- ♦ Distinguish between truthful information and manipulated information

Module 5. Digital Environments and Communication Processes

- ♦ Discover research and communication opportunities in new communication media and visibility of the products generated
- ♦ Distinguish the capabilities and potential of the most common new media to generate successful relationships in socio-cultural environments

Module 6. The Latest in Communication Research

- ♦ Understand new communication media and their structural complexity
- ♦ Know and apply the necessary criteria to put new communication media in a positive light

Module 7. New Communication Media in the 21st Century

- ♦ Identify new communication settings and their codes to use them as an object of study and context of action
- ♦ Assume the importance and undoubted validity of new communication media and spaces

Module 8. Research and Dissemination

- ♦ Discover the different scenarios and opportunities to present communication research
- ♦ Take advantage of the most suitable spaces to disseminate research, distinguishing them from less effective ones

Module 9. Reflective Leaders in Communication: Identifying Problems

- ♦ Hone problem-solving skills as a reflective leader and take advantage of opportunities in communication research
- ♦ Develop strategies to solve problematic situations

Module 10. Final Project

- ♦ Apply the lessons learned to design and implement a research project in communication
- ♦ Identify research opportunities and conduct a project using the right tools, theories and methodologies

04 Skills

Upon completion of this Hybrid Professional Master's Degree, students will be able to manage information, detect problems and propose solutions, all from a critical and scientific point of view. In this way, the communication professional will improve skills and techniques in research in this area. The teaching team will guide the graduates during the 12 months of this degree so that they acquire the necessary skills to carry out research with rigor and accuracy on the new media, contents and existing audiences.





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You will be able to identify research opportunities in the area of communication. Enroll now”



General Skills

- ♦ Identify research opportunities in the area of communication
- ♦ Effectively insert their research in emerging thematic lines
- ♦ Recognize the importance of new communication spaces to understand social facts in different spaces and times
- ♦ Review and actualize their knowledge about the new communication spaces, of varied nature and interest for the understanding of their environment
- ♦ Know the contents of their research, in a coherent and cohesive way in the appropriate scenarios for such purpose
- ♦ Argue ideas through different discourse models with a specific purpose
- ♦ Promote the conscious activation of the mental, motivational and instrumental processes necessary to learn and perform with autonomy, both individually and in teams
- ♦ Know the strategies to solve the problem and explore novel options, demonstrating creativity in the articulation of proposals
- ♦ Understand the nature of the problem and/or the need of the research context and propose actions for the solution of the problem and/or need of the environment
- ♦ Design a plan of actions and goals essential to implement a cultural project that addresses a need of the context and undertake the execution of the designed plan with a proactive attitude in relation to the cultural context





Specific Skills

- ♦ Distinguish the main differences between research methodologies
- ♦ Select, according to the nature and characteristics of the object of study, the correct methodology, as well as the appropriate techniques and instruments for the collection of information
- ♦ Identify emerging themes and topics
- ♦ Insert their research in the most current and valid lines of research
- ♦ Distinguish the particularities of communication processes in the world today and the elements that undermine the veracity of each informative fact
- ♦ Distinguish between truthful information and manipulated information
- ♦ Systematically relate relevant information, of varied origin and nature, to respond with relevance to diverse approaches through rigorous intellectual production that respects copyright
- ♦ Evaluate, with rigor and method, available information to determine the most appropriate novel solution or change
- ♦ Determine the functionalities of the new environments for the appropriate processing of different types of information
- ♦ Select self-determined environments to effectively manage information within the scope of their professional practice

05

Course Management

The faculty of this Hybrid Professional Master's Degree has been selected based on their extensive and specialized experience in the field of communication and research. In this way, the graduate can count on the support of a teaching team of the highest level, which will share with the graduate all the guidelines and strategies that have managed to place their career at the top of the sector, to guide them and provide them with all the resources they need to get the most out of this academic experience.



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*Professionals with extensive experience
in teaching and research will guide you
to achieve your goals”*

Management



Dr. Del Valle Mejías, María Elena

- ♦ Teacher and Researcher
- ♦ Creator of educational content, E-Learning and platforms for Lever to clever solutions
- ♦ PhD in Educational Sciences. Pedagogical Experimental Libertador University
- ♦ Post-doctorate in Semiotics and Pragmatics. Complutense University of Madrid
- ♦ Bachelor's Degree in Education. Pedagogical Experimental Libertador University
- ♦ Expert in e-Learning, Platforms and Content
- ♦ Expert in Instructional Design by Competencies



06

Educational Plan

The syllabus, prepared by a team specialized in the field of communication, has been designed to introduce students initially to research methodology, the different paradigms and key concepts. It will also unravel the new audiovisual platforms, the emergence of social networks, the effect of post-truth, data analysis and the requirements for the publication and presentation of a scientific study in this field. Case studies, video summaries and the *Relearningsystem*, based on the reiteration of contents, will provide students with solid and easy to understand knowledge.





“

A Hybrid Professional Master's Degree with a 100% online theory that adapts to your schedule”

Module 1. Research Methodology: Perspectives and Paradigms

- 1.1. What Is a Research Project?
 - 1.1.1. Concept
 - 1.1.2. Features
 - 1.1.3. Types
 - 1.1.4. Differences
- 1.2. Phases in Scientific Research
 - 1.2.1. Concept
 - 1.2.2. Processes Involved in Each
 - 1.2.3. Tools for Each Phase
 - 1.2.4. Example Analysis
- 1.3. Research Paradigms
 - 1.3.1. Positivist
 - 1.3.2. Constructivist
 - 1.3.3. Socio-Critical
 - 1.3.4. Interpretive
- 1.4. Qualitative Research
 - 1.4.1. Concept
 - 1.4.2. Features
 - 1.4.3. Tools and Instruments
 - 1.4.4. Differences with Other Approaches
- 1.5. Quantitative Research
 - 1.5.1. Concept
 - 1.5.2. Features
 - 1.5.3. Tools and Instruments
 - 1.5.4. Explanation and Causality
- 1.6. The Survey
 - 1.6.1. Concept
 - 1.6.2. Features
 - 1.6.3. Types
 - 1.6.4. Building Instruments

- 1.7. The Questionnaire
 - 1.7.1. Concept
 - 1.7.2. Features
 - 1.7.3. Types
 - 1.7.4. Building Instruments
- 1.8. Elaborating Instruments
 - 1.8.1. Dimensions
 - 1.8.2. Indicators
 - 1.8.3. Basic Components
 - 1.8.4. Validation
- 1.9. In Depth Interview
 - 1.9.1. Concept
 - 1.9.2. Features
 - 1.9.3. Types
 - 1.9.4. Building Instruments
- 1.10. Focus Group
 - 1.10.1. Definition
 - 1.10.2. Question Script
 - 1.10.3. Types
 - 1.10.4. Design

Module 2. Research in Film, Television and New Media (Netflix, HBO, Amazon Prime)

- 2.1. Audiovisual Research
 - 2.1.1. Observation
 - 2.1.2. Ethnography
 - 2.1.3. Audiovisual Language
- 2.2. Research Lines
 - 2.2.1. Aesthetics and Social Representations
 - 2.2.2. Reality and Fiction
 - 2.2.3. Audiovisual Cultural Management
 - 2.2.4. Cultural Expressions and Diversity

- 2.3. Transmedia Narrative
 - 2.3.1. Concept
 - 2.3.2. Features
 - 2.3.3. Basic Principles
 - 2.3.4. Challenges in Transmedia Narrative
- 2.4. New Forms of Information Consumption
 - 2.4.1. Conscious Technologies
 - 2.4.2. "Spy" Applications
 - 2.4.3. Digital Identity
 - 2.4.4. The Internet of Things
- 2.5. Theories on Transmedia Communication
 - 2.5.1. Origin
 - 2.5.2. Branding
 - 2.5.3. Merchandising
 - 2.5.4. Storytelling
- 2.6. Cultural Change and New Media
 - 2.6.1. Cultural Change / Media Change
 - 2.6.2. Portals, Search Engines and Directories
 - 2.6.3. Participation Media
 - 2.6.4. Counterculture and Digital Culture
- 2.7. Audiences. Changes in Consumer Models
 - 2.7.1. Description
 - 2.7.2. Classification
 - 2.7.3. Information Consumption
 - 2.7.4. Information Consumption Analysis
- 2.8. Mediamorphosis
 - 2.8.1. How Is the Industry Changing?
 - 2.8.2. Evolution-Involution
 - 2.8.3. 1st, 2nd and 3rd Mediamorphoses
 - 2.8.4. The Immediacy of the Media

- 2.9. Comparative Analysis in Mass Media
 - 2.9.1. Interaction
 - 2.9.2. Uses
 - 2.9.3. Mediums
 - 2.9.4. Target Audience
- 2.10. Technology and Social Change
 - 2.10.1. Concepts
 - 2.10.2. Features
 - 2.10.3. From Gutenberg to Facebook
 - 2.10.4. Technological Determinism

Module 3. Ethics and decision making for communicators

- 3.1. Ethics
 - 3.1.1. Concept
 - 3.1.2. The Object of Ethics
 - 3.1.3. The Value of Ethics
 - 3.1.4. Ethics and morals
- 3.2. The Ethical Communicator
 - 3.2.1. Professional Responsibilities
 - 3.2.2. Veracity
 - 3.2.3. Objectivity
 - 3.2.4. Professional Secrecy and Respect for Privacy
- 3.3. Decision Making
 - 3.3.1. Concept
 - 3.3.2. Processes Involved
 - 3.3.3. Types of Decisions
 - 3.3.4. Requirements in Decision-Making
- 3.4. Ethical Dilemmas in Contemporary Communication
 - 3.4.1. Cyberbullying
 - 3.4.2. Information Limits
 - 3.4.3. Plagiarism
 - 3.4.4. Minorities and Discrimination

- 3.5. Risks and Opportunities in Ethical Reasoning
 - 3.5.1. Origin
 - 3.5.2. Consequences
 - 3.5.3. Main Settings
 - 3.5.4. Case Analysis
- 3.6. Argumentation and Ethics
 - 3.6.1. Concept
 - 3.6.2. Features
 - 3.6.3. Elements in Argumentation
 - 3.6.4. Argumentation Strategies
- 3.7. Micro Communication and Ethics
 - 3.7.1. Origin
 - 3.7.2. Consequences
 - 3.7.3. Main Settings
 - 3.7.4. Case Analysis
- 3.8. Communication Stakeholders
 - 3.8.1. Concept
 - 3.8.2. Primary Stakeholders
 - 3.8.3. Secondary Stakeholders
 - 3.8.4. Stakeholders Theory
- 3.9. Integrating Ethics in Decision-Making
 - 3.9.1. Norms and Principles in Decision-Making
 - 3.9.2. Decision-Making Processes
 - 3.9.3. Factors Influencing Decision-Making
 - 3.9.4. Criteria for Ethical Decisions
- 3.10. Challenges in Contemporary Ethics
 - 3.10.1. Ethics and Diversity
 - 3.10.2. Ethics and Human Freedom
 - 3.10.3. Ethics and Values
 - 3.10.4. Ethics, Purpose and Media

Module 4. The Power of Opinion and the Crisis of Communication

- 4.1. Concept of Opinion
 - 4.1.1. Components
 - 4.1.2. Related Concepts
 - 4.1.3. Opinion and Trends
 - 4.1.4. Opinion Analysis
- 4.2. Opinion vs. Speculation
 - 4.2.1. Components
 - 4.2.2. Related Concepts
 - 4.2.3. Opinion and Trends
 - 4.2.4. Case Analysis
- 4.3. Basis of Opinions
 - 4.3.1. Psychological Basis of Opinions
 - 4.3.2. How Does an Opinion Form?
 - 4.3.3. Examples of Opinions
 - 4.3.4. Regulatory Framework for Opinions
- 4.4. Discourse in Communication
 - 4.4.1. Concept
 - 4.4.2. Elements in Discourse
 - 4.4.3. Discourse and Media
 - 4.4.4. Discourse and Context
- 4.5. Opinion and Minorities
 - 4.5.1. Concept
 - 4.5.2. Politically Managing Opinions
 - 4.5.3. Opinion and Gender
 - 4.5.4. Opinion and Public Opinion
- 4.6. Truth and Post-Truth
 - 4.6.1. Concepts
 - 4.6.2. Features
 - 4.6.3. The Context of the Emergence of Post-Truth
 - 4.6.4. Post-Truth and Ideology

- 4.7. Crisis in Communication
 - 4.7.1. Concept
 - 4.7.2. Causes
 - 4.7.3. Consequences
 - 4.7.4. How to Face It?
- 4.8. Knowledge Democracy or Standardization of Ignorance?
 - 4.8.1. Basic Concepts
 - 4.8.2. Spaces for Knowledge
 - 4.8.3. Levels of Knowledge in Contemporary Society
 - 4.8.4. Commitments
- 4.9. Reaction and Action
 - 4.9.1. Proactive Actions
 - 4.9.2. Reactive Actions
- 4.10. Authorities and Referents
 - 4.10.1. Concepts
 - 4.10.2. Basis of Authority
 - 4.10.3. Features
 - 4.10.4. Assessment Criteria

Module 5. Digital Environments and Communication Processes

- 5.1. Digital Environments and New Information Architectures
 - 5.1.1. Basic Concepts
 - 5.1.2. Features
 - 5.1.3. Resources
 - 5.1.4. The Importance of Digital Environments
- 5.2. Communication Opportunities in Digital Environments
 - 5.2.1. Advantages
 - 5.2.2. Disadvantages
 - 5.2.3. Using These Environments
 - 5.2.4. Web 2.0
- 5.3. The Quality of Different Media
 - 5.3.1. Features
 - 5.3.2. The Context of Different Media
 - 5.3.3. Use of Language
 - 5.3.4. The Structure of Different Media

- 5.4. Rankings in Digital Environments
 - 5.4.1. Product Maps
 - 5.4.2. Supervisory Organizations
 - 5.4.3. Assessment Criteria
 - 5.4.4. Quality Standards
- 5.5. Legal Framework Limitations
 - 5.5.1. Code of Conduct
 - 5.5.2. Intellectual Property
 - 5.5.3. Data Protection Law
 - 5.5.4. Case Studies
- 5.6. SEO and Quality Content
 - 5.6.1. Concept
 - 5.6.2. Features
 - 5.6.3. Strategies
 - 5.6.4. Creating Quality Content
- 5.7. Google Algorithms. Functioning and Characteristics
 - 5.7.1. Penguin
 - 5.7.2. Panda
 - 5.7.3. Pigeon
 - 5.7.4. Hummingbird
- 5.8. Life Cycle of Productions in Digital Environments
 - 5.8.1. Temporary Validity Media
 - 5.8.2. Identifying the Cycle
 - 5.8.3. Cultural Ecology
 - 5.8.4. The Ubiquity of Information
- 5.9. Business Models in Digital Environments
 - 5.9.1. Existing Models
 - 5.9.2. Features
 - 5.9.3. Value Proposals
 - 5.9.4. Effective Strategies
- 5.10. Success Stories

Module 6. The Latest in Communication Research

- 6.1. Communication in the 21st Century
 - 6.1.1. Context
 - 6.1.2. Features
 - 6.1.3. Challenges in Communication in the 21st Century
 - 6.1.4. Threats to Communication in the 21st Century
- 6.2. General Trends
 - 6.2.1. Fast Content for Fast Users
 - 6.2.2. The Mobile: New Spaces to Interact
 - 6.2.3. Apps as support
 - 6.2.4. Podcasts: A Communication Alternative
- 6.3. Historical Retrospective of Communication Research
 - 6.3.1. Origins
 - 6.3.2. Representatives
 - 6.3.3. Schools and Trends
 - 6.3.4. Benefits
- 6.4. New Topics. New Theories
 - 6.4.1. Normative Theories
 - 6.4.2. Classification
 - 6.4.3. Authoritarian Theory
 - 6.4.4. Liberal Theory
- 6.5. Communication Research in Maps
 - 6.5.1. Classification by Lines of Research
 - 6.5.2. Representatives by Country
 - 6.5.3. Main Groups
 - 6.5.4. Main Products
- 6.6. The Latest in Advertising Research
 - 6.6.1. Socio-Economic Research and Related Topics
 - 6.6.2. Message Research
 - 6.6.3. Media and Audience Research
 - 6.6.4. Comparison

- 6.7. The Latest in News Media Research
 - 6.7.1. Audiences as a Topic
 - 6.7.2. Advertising Agencies
 - 6.7.3. Media Agencies
 - 6.7.4. Consultants and Advisors
- 6.8. The Latest in Public Relations Research
 - 6.8.1. Organizations and Communication
 - 6.8.2. Introspective Research
 - 6.8.3. Applied Research
 - 6.8.4. Strategic Research
- 6.9. Research Benchmarks. Actors
 - 6.9.1. Who are They?
 - 6.9.2. Where Are They?
 - 6.9.3. What Do They Do?
 - 6.9.4. What Are Their Benefits?
- 6.10. Research Benchmarks. Projects
 - 6.10.1. Who are They?
 - 6.10.2. Where Are They?
 - 6.10.3. What Do They Do?
 - 6.10.4. What Are Their Benefits?

Module 7. New Communication Media in the 21st Century

- 7.1. Facebook
 - 7.1.1. Origin
 - 7.1.2. Features
 - 7.1.3. Use of Language
 - 7.1.4. Structure
- 7.2. Information Architecture
 - 7.2.1. Language
 - 7.2.2. Codes
 - 7.2.3. Images
 - 7.2.4. Content Hierarchy

- 7.3. Instagram
 - 7.3.1. Origin
 - 7.3.2. Features
 - 7.3.3. Use of Language
 - 7.3.4. Structure
- 7.4. Information Architecture
 - 7.4.1. Language
 - 7.4.2. Codes
 - 7.4.3. Images
 - 7.4.4. Content Hierarchy
- 7.5. Twitter
 - 7.5.1. Origin
 - 7.5.2. Features
 - 7.5.3. Use of Language
 - 7.5.4. Structure
- 7.6. Information Architecture
 - 7.6.1. Language
 - 7.6.2. Codes
 - 7.6.3. Images
 - 7.6.4. Content Hierarchy
- 7.7. YouTube
 - 7.7.1. Origin
 - 7.7.2. Features
 - 7.7.3. Use of Language
 - 7.7.4. Structure
- 7.8. Information Architecture
 - 7.8.1. Language
 - 7.8.2. Codes
 - 7.8.3. Images
 - 7.8.4. Content Hierarchy

- 7.9. LinkedIn
 - 7.9.1. Origin
 - 7.9.2. Features
 - 7.9.3. Use of Language
 - 7.9.4. Structure
- 7.10. Information Architecture
 - 7.10.1. Language
 - 7.10.2. Codes
 - 7.10.3. Images
 - 7.10.4. Content Hierarchy

Module 8. Research and Dissemination

- 8.1. Scientific Publications
 - 8.1.1. Concept
 - 8.1.2. Types
 - 8.1.3. Classification
 - 8.1.4. Selection Criteria
- 8.2. Current Benchmarks in Communication Publications
 - 8.2.1. Indices
 - 8.2.2. Selection Criteria
- 8.3. Scientific Research in Communication and International Impact
 - 8.3.1. Main Settings for Research
 - 8.3.2. Features
 - 8.3.3. Conditions Required
 - 8.3.4. The Importance of Prospects in these Settings
- 8.4. Drafting Techniques and Strategies. How to Write Scientific Articles
 - 8.4.1. Structure
 - 8.4.2. Sections and Headings
 - 8.4.3. Academic Language
 - 8.4.4. Writing Strategies
- 8.5. How to Present and Disseminate Research Results
 - 8.5.1. Scenarios
 - 8.5.2. Dissemination Strategies
 - 8.5.3. Research Journals
 - 8.5.4. Suitable Events for Research Dissemination

- 8.6. Publishing in English
 - 8.6.1. Concepts
 - 8.6.2. Features
 - 8.6.3. Differences with Non-English Language Publications
 - 8.6.4. How to Write Articles to Publish in English-Language Journals
- 8.7. Congresses, Seminars and Dissemination Settings
 - 8.7.1. Concepts
 - 8.7.2. Types
 - 8.7.3. Predatory Congresses
 - 8.7.4. How to Choose the Right Conference/Seminar
- 8.8. Research and N.G.O. Foundations, Agencies and Funding Options
 - 8.8.1. Research Projects as Platforms
 - 8.8.2. Calls for Proposals by Research Lines
 - 8.8.3. Funding and Dissemination: Two Birds with One Stone
 - 8.8.4. Main Agencies and How They Operate
- 8.9. Argumentation to Convince in Scientific Research
 - 8.9.1. What is Argumentation?
 - 8.9.2. Writing and Arguing for Publication
 - 8.9.3. Validity and Relevance in Argumentation
 - 8.9.4. Physiognomy of Scientific Research Articles
- 8.10. Research Articles. Structure and Variants
 - 8.10.1. Concepts
 - 8.10.2. Structure
 - 8.10.3. Language
 - 8.10.4. Example Analysis

Module 9. Reflective Leaders in Communication: Identifying Problems

- 9.1. Reflective Leaders in Communication
 - 9.1.1. Concepts
 - 9.1.2. Features
 - 9.1.3. Functions
 - 9.1.4. Importance
- 9.2. Reflective Leaders in Research
 - 9.2.1. Concepts
 - 9.2.2. Features
 - 9.2.3. Functions
 - 9.2.4. Importance

- 9.3. Reflective Leadership as a Skill
 - 9.3.1. Definition
 - 9.3.2. Importance
 - 9.3.3. Domain Levels
 - 9.3.4. Performance Indicators
- 9.4. Research Team Management
 - 9.4.1. Strategies
 - 9.4.2. Organisational Models
 - 9.4.3. Negotiating in Groups
 - 9.4.4. Assessment Criteria
- 9.5. Teamwork as a Skill
 - 9.5.1. Definition
 - 9.5.2. Importance
 - 9.5.3. Domain Levels
 - 9.5.4. Performance Indicators
- 9.6. Ideas and Strategies for Reflective Leadership
 - 9.6.1. Concept of Leader
 - 9.6.2. Concept of Reflective Leader
 - 9.6.3. Features
 - 9.6.4. Strategies Used by Reflective Leaders
- 9.7. Tools to Diagnose Problems
 - 9.7.1. Diagnosis
 - 9.7.2. Context Assessment
 - 9.7.3. Diagnostic Mechanisms
 - 9.7.4. The Importance of a Sound Diagnosis
- 9.8. Troubleshooting Tools
 - 9.8.1. Concept
 - 9.8.2. Features
 - 9.8.3. Data Science
 - 9.8.4. The Importance of Problem-Solving as a Skill
- 9.9. Problem-Solving Resilience
 - 9.9.1. Concept
 - 9.9.2. Features
 - 9.9.3. Data Science
 - 9.9.4. The Importance of Problem-Solving as a Skill

- 9.10. Reflective Leaders as Coaches
 - 9.10.1. Concept of Coach
 - 9.10.2. Features
 - 9.10.3. Importance
 - 9.10.4. Coaches' Main Tools

Module 10. Final Project

- 10.1. Research Design
 - 10.1.1. Concept
 - 10.1.2. Elements of Design
 - 10.1.3. Types of Design
 - 10.1.4. Example Analysis
- 10.2. Problem Statement
 - 10.2.1. Concept
 - 10.2.2. Problem Statement Elements
 - 10.2.3. Types of Design
 - 10.2.4. Example Analysis
- 10.3. Choosing a Research Paradigm
 - 10.3.1. Concept of a Research Paradigm
 - 10.3.2. Types
 - 10.3.3. Tools for Each
 - 10.3.4. Selection Criteria
- 10.4. Objectives of the Research
 - 10.4.1. Concept of Objectives
 - 10.4.2. Types of Objectives
 - 10.4.3. Drafting Objectives
 - 10.4.4. Example Analysis
- 10.5. Methodology
 - 10.5.1. Concept of Methodology
 - 10.5.2. Types of Methodology
 - 10.5.3. Selection Criteria
 - 10.5.4. Example Analysis
- 10.6. Instruments
 - 10.6.1. Concepts
 - 10.6.2. Tools for Each Paradigm
 - 10.6.3. Features
 - 10.6.4. Selection Criteria Based on Objectives and Research Paradigm
- 10.7. Referential and Theoretical Framework
 - 10.7.1. Concept of Referential Framework
 - 10.7.2. Concept of Theoretical Framework
 - 10.7.3. Differences
 - 10.7.4. Primordial Elements
- 10.8. Research Context
 - 10.8.1. Concept
 - 10.8.2. Identifying Fundamental Elements
 - 10.8.3. The Importance of Interpretation
 - 10.8.4. Example Analysis
- 10.9. The Results
 - 10.9.1. Concept
 - 10.9.2. Editorial Staff
 - 10.9.3. Hierarchy of the Results
 - 10.9.4. Example Analysis
- 10.10. New Opportunities
 - 10.10.1. How to Identify Them
 - 10.10.2. Relevance
 - 10.10.3. Originality
 - 10.10.4. Opportunities

07

Clinical Internship

After passing the 100% online teaching period, students will take a Internship Program phase in a company in the communication sector for 120 hours. Throughout this stay, the professional will have the support of a tutor from the company, both in the preparation and development of the internship, who will ensure that all the requirements for which this project was launched are met.





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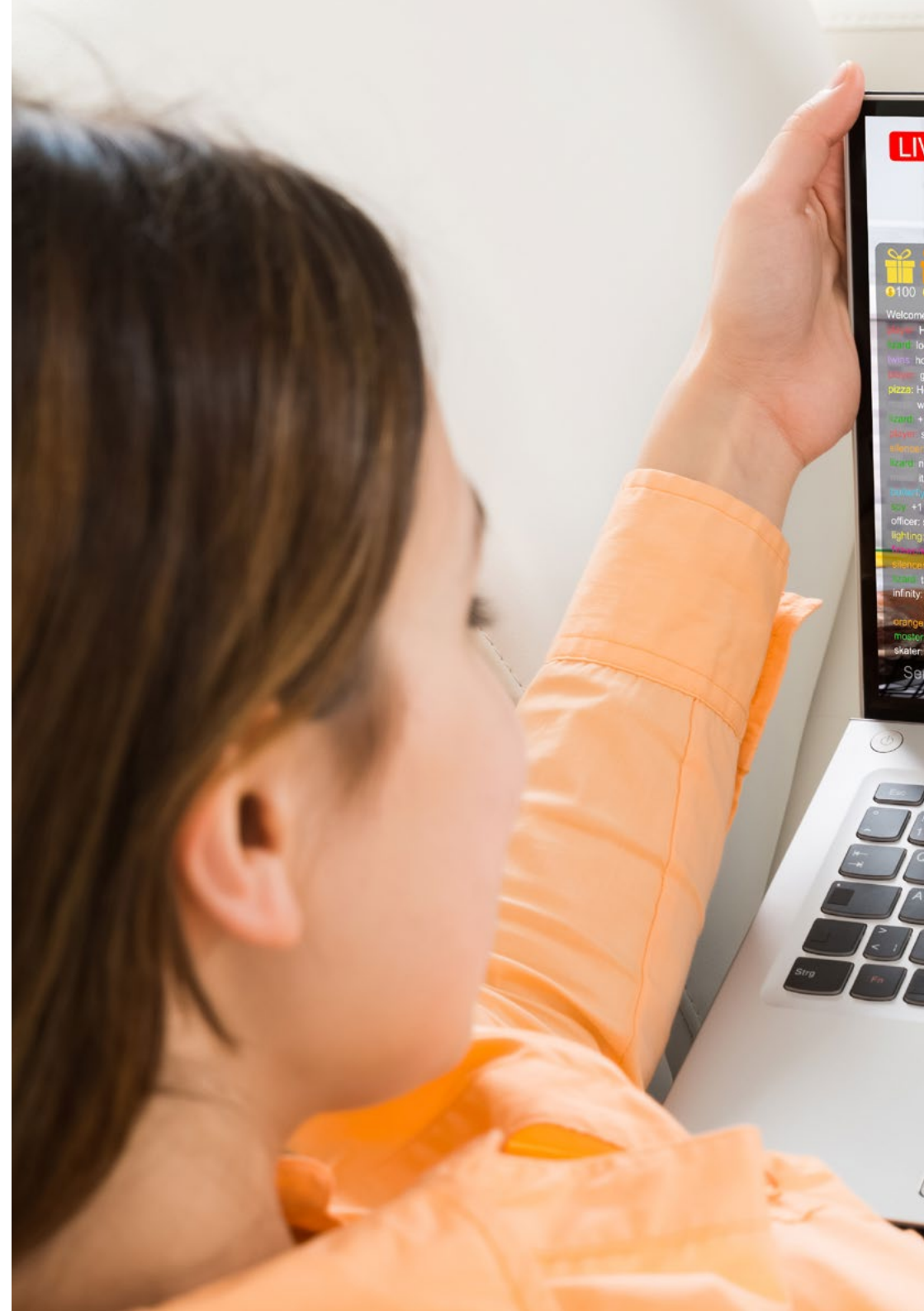
*Do your Internship with professionals
in the field of communication”*

The Internship Program consists of 3 weeks in a relevant company in the communication sector. During this period, students will be present from Monday to Friday, with 8 consecutive hours of Internship Program with professionals in the area. In this phase of the Hybrid Professional Master's Degree, students will be able to investigate the current narrative and forms of consumption of new media, examine the cultural change that has led to the emergence of participatory media and digital platforms.

In this Internship Program, students will not only be accompanied by specialized staff of the company, but the TECH teaching team will be present in the tutoring, so that the student can achieve a complete, quality education that responds to their objectives.

That is why, in this internship part, the student will not only be able to apply the knowledge acquired throughout this degree, but will also check in situ the changes that occur in the media and the audience, also encouraging the development of ideas and projects related to research.

The internship part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other fellow trainees to facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of communication research (learning to be and learning to relate).





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
Approach to the perspectives and paradigms of communication research	Differentiate the different types of research according to the current paradigm
	Write a script of questions for focus group research
	Practice in-depth interviews
	Investigate the current narrative and forms of consumption of new media
Decision making in communication and research	Examine the cultural shift brought about by new participatory media and digital platforms
	Confronting ethical dilemmas in modern communication
	Develop convincing arguments for ethical behavior in daily practice
Solving business crises through communication	Integrating deontological ethics in decision making
	Analyze cases of opinion and speculation, differentiating related trends and concepts
	Knowing the discourse in communication with respect to minorities
Communication in digital environments and the latest research	Outline a plan of proactive and reactive actions based on the current communication crisis
	Operate in digital environments to take advantage of new communication opportunities
	Acting within the constraints of the digital legal framework
	Manage rankings and product mapping in digital environments
	Identify and analyze the life cycle of a digital production
Approach the new media of communication	Apply the main novelties in research currents to daily practical methodology
	Develop the ideas and projects of reference in research
	Establish a communication architecture, following a given language and codes, for the main supports of the new century
	Adapt the use of language according to the social network in which it is established

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. 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, this entity 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 students will have broad coverage and will be taken out prior to the start of the Internship Program 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 of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, students will be assigned two tutors who will accompany them throughout the process, resolving any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will guide and support 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. 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: In case of no-show on the day of the beginning of the Hybrid Professional Master's Degree, the student will lose the right to the same without the possibility of reimbursement or change of dates. Absence for more than two days to the internship without justified/medical cause, will mean the resignation of the internship and, therefore, its automatic termination. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: The student who passes the Hybrid Professional Master's Degree will receive a certificate accrediting the stay in the center in question.

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

6. PRIOR EDUCATION: Some centers may require a certificate of previous studies for the completion of 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.

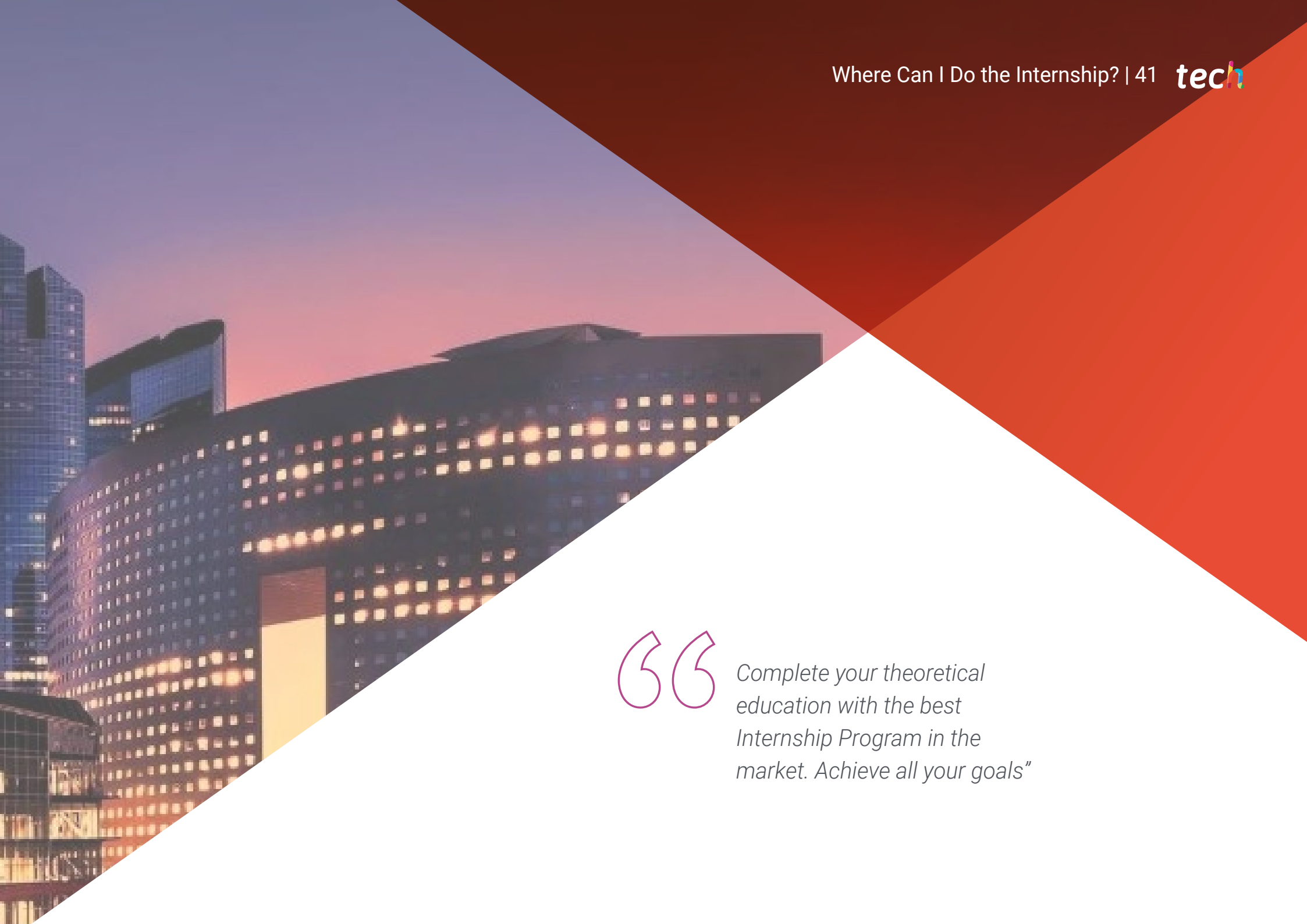
However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

08

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 put into practice everything they have learned in the field of communication research. In its commitment to offer quality education, TECH has selected a center that will allow students to develop their research skills, learn about the different media and audiences in the communication sector.





“

Complete your theoretical education with the best Internship Program in the market. Achieve all your goals”

tech 42 | Where Can I Do the Internship?



Students may take the practical part of this Hybrid Professional Master's Degree at the following centers:



journalism-communication

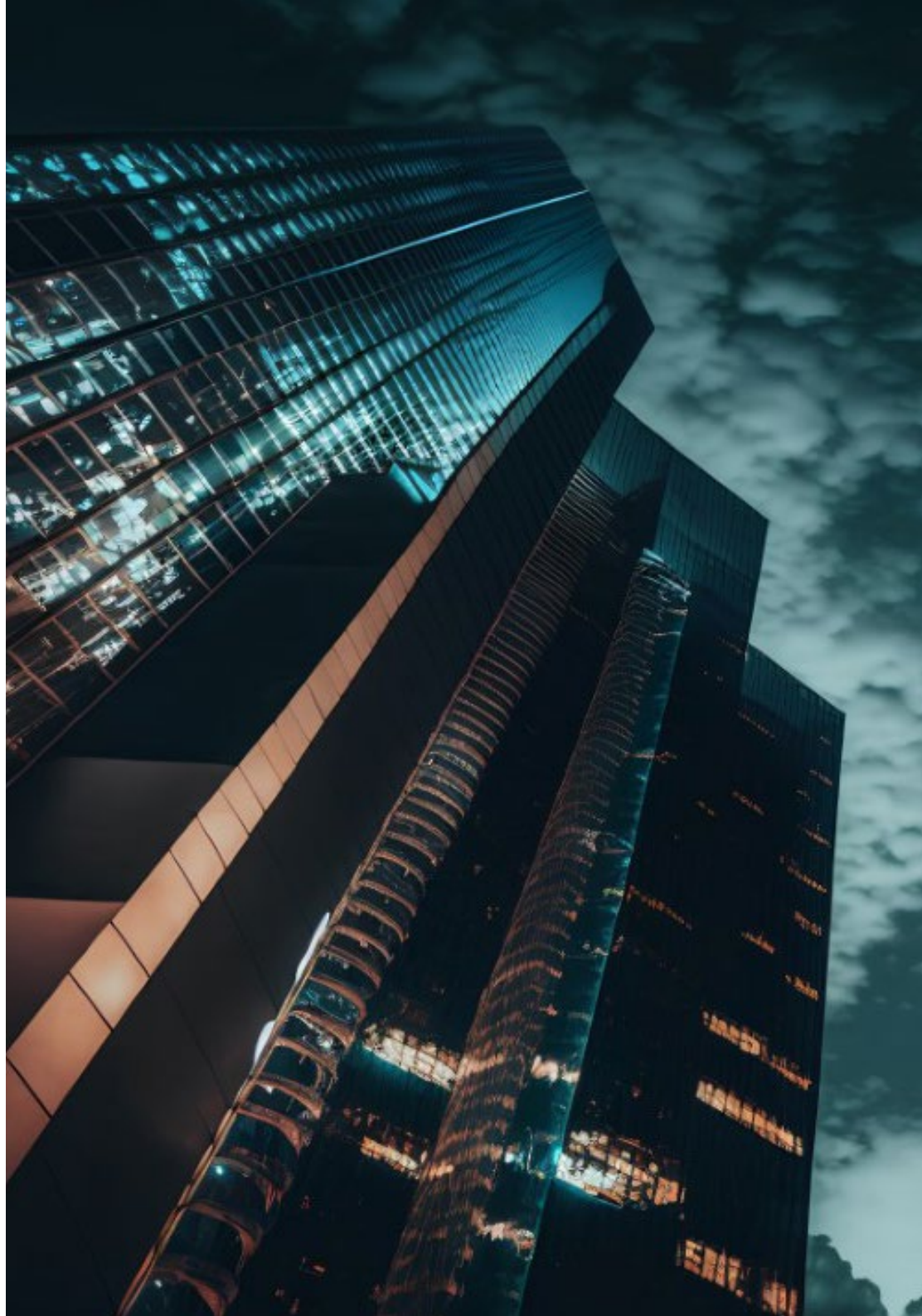
Actitud de Comunicación

Country	City
Spain	Madrid

Address: Calle del Buen Suceso, 32,
28008 Madrid

Communication agency founded in 2004 by professionals with more than three decades of experience.

Related internship programs:
Multimedia Communication
-Communication Research: New Topics, Media and Audiences





journalism-communication

Amplifica

Country
Argentina

City
Autonomous City of Buenos Aires

Address: Chile 576, C1098AAL CABA, Argentina

SEO agency for effective communication and positioning promotion

Related internship programs:

Advertising Communication
Graphic Design



09

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.



10 Certificate

This Hybrid Professional Master's Degree in Communication Research: New Topics, Media and Audiences 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.



The image features two black graduation caps (mortarboards) against a bright blue sky with scattered white clouds. One cap is in the foreground, slightly to the left, and another is behind it, slightly to the right. The caps are tilted upwards. The background is split diagonally from the bottom left to the top right, with a white area on the left and a red area on the right.

“

*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 Research Communication: New Topics, Media and Audiences** 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 diploma, 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.

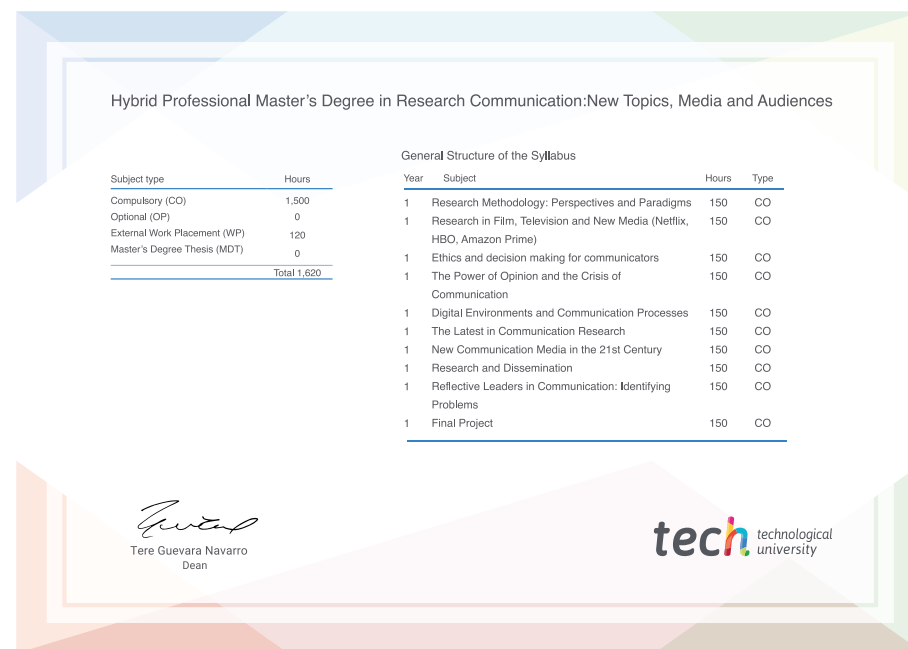
Title: **Hybrid Professional Master's Degree in Research Communication: New Topics, Media and Audiences**

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

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 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.



Hybrid Professional Master's Degree

Communication Research: New Topics, Media and Audiences

Course Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

Hybrid Professional Master's Degree

Communication Research: New
Topics, Media and Audiences